

TIPS FOR SUCCESSFUL NEWSPAPER STYLE WRITING

Keep story short, simple, and concise.

It is okay to have one sentence paragraphs.

The first sentence (lead) should answer questions - who, what, when, where, why, and how.

The speaker and topic is the main focus of the story.

The headline will be written from lead so determine what you would like the headline to be and construct your lead accordingly.

Remember to include contact information for joining TRTA, and always include the TRTA web site www.trta.org.

Include a direct quote from the speaker or district officer.

If you would like your story to be included in a newspaper before the event, submit the story two weeks before the event. Also, try to include a photo of the speaker or presiding officer.

CALLING IN TO A TALK RADIO PROGRAM

If you feel this is the venue for you to clarify retiree issues:

Listen in advance to area talk show and note the host's style.

Use your local yellow pages for phone number if not given on the program.

When calling, expect to wait.

A producer will screen your call.

Have a brief, attention getting opening statement.

On the air, introduce yourself and speak directly into the phone.

Get to your point. Don't ramble.

If you are responding to another caller, use their name and be respectful.

Prepare for tough questions. Be careful not to get into argumentative situations.

After, ask someone else to call.