



# Writing for T3SC Newsletter

**Please get involved - we want your community news stories!**

## **T3SC Newsletter audience**

Our readership is a general community audience; our mailing list includes voluntary and community groups, community workers, councillors, libraries, doctors etc. and we also distribute newsletters at various events through out the year.

## **Writing an article or providing information**

If you provide basic details we can write the story for you, or if you prefer you can put something together yourself. Hannah would also be happy to come and interview you and take some photos. If you write the story the maximum length is 250 words and would include at least one image.

We want the articles to be 'news' so even if it is looking back at an event – what next? Need a call to action something that is going to happen. This will catch the readers eye more – what can they do?

## **Newsletter Tone**

Our newsletter style aims to keep things concise and dynamic and NOT provide lots of in depth analysis.

- Please write in plain English, avoid jargon; if it is unavoidable include a definition of technical words.
- If you use acronyms and abbreviations they should be given in full at least once.
- Keep sentences and paragraphs short—around 16-30 words
- Please make the story as human as possible, add quotes and put your name at the end of the article. Could include a passport size photo of yourself too.

## **Extra Information**

- Include weblinks or contact points for further information – this is very important!
- We like photographs and logos! Please include them if possible (electronic formats such as jpeg or bitmap are best but we can always scan real photos in for you)
- Double check any facts, in particular dates, times, locations and contact details

## **House style**

- Write a brief summary of 30-40 words before going into the main story
- Please spell out numbers one – nine, 10 upwards in numerical form
- Tameside 3<sup>rd</sup> Sector Coalition – not third
- Please don't use American English Organisation not Organization
- Dates use this format 12 February 2008 (not 12<sup>th</sup>)
- Use single quotes – Bob said 'the event was a great success'. If it is a quote within a quote use double quotes, e.g. 'I was walking along when Mike yelled "hello" to me'

## **Headlines**

Try and keep them snappy and short. Be imaginative. You could use puns, quotes, alliteration, intrigue. Here are some examples from a different type of newsletter.

A title may be:

Pun – *In full bloom* (story for flower show)

News style – direct summarising statements – *Britain's best interactive web sites*

Quote – *'I would never have believed it'*

Intrigue – *Whose style is it?*

Question – *Is it a bee or a plane?*

Alliteration (and question) – *Fancy a flutter?*

## **Meeting deadlines**

If you can't make the copy deadline but have something to include please let know as soon as possible; space may be able to be held. If you do miss the deadline maybe your article/news would be appropriate for the monthly E-Bulletin.

We can also include flyers with our mailout (it goes out to 1200 people) Please contact T3SC for details of this service

Please send all stories and photos etc to Hannah Powell at T3SC, and please also contact her if you need any more information or wish to discuss story ideas.

## **Support**

Remember – don't panic, help is at hand. If you need any assistance with your article contact Hannah at [Hannah.powell@t3sc.org](mailto:Hannah.powell@t3sc.org) or Tel: 0161 339 4985