

1. Tell your readers the most interesting and relevant part of the story first. Then – and only then – should you explain the detail.
2. Try to keep your sentences to 19 words or fewer...
3. ...and your paragraphs to one or two sentences.
4. Headlines should be no more than nine words long
5. Your headlines should use strong verbs. They should flag up the story. "Scuba event raises £10,000" is good. "Scuba event a great success" is not.
6. Use direct quotations in as many of your articles as possible. This adds interest and credibility.
7. Mix general news stories with profiles and reports.
8. Make sure not too many stories directly promote your organisation. Readers don't like to be "marketed to".
9. Be direct. "Few" is better than "not many". "Home" is better than "accommodation".
10. Use sub-headings and "break out boxes" to structure your copy. They help readers find the information they need, and can make long copy less daunting.