

Guidelines for Articles for Education Lewiston

(supplement to the *Sun Journal*)

Feb 04

1. **Keep articles concise** -- preferably no more than 300 words. If there is just too much good stuff to cover in one story, consider breaking it into two articles, each with a different focus.
2. **Answer all the basic journalistic questions:** who, what, when, where, why (why is it important?), and how (how was it accomplished?).
3. **Write in the third person.** Avoid using “I,” “we,” or “you,” if possible. (Exceptions may be made for that rare article that particularly lends itself to first person; if it sounds too awkward in third-person, perhaps your article is the exception.)
4. Remember the projected publication date when referring to times and dates in the article, in order to **keep references timely.**
5. **Use quotes** from students, staff, or even yourself (see #10 below) to liven up your story.
6. **Use full names** when referring to people in your story. “Mary Jones” is more meaningful to our readers than “Ms. Jones.” Also, include professional titles where applicable, and grade levels of both teachers and students.
7. **Write for a general community audience.** Don’t lapse into professional jargon or abbreviations meaningful only to those in the school system. The story has to be as accessible to your elderly neighbor (who probably has never heard of rubrics or Team 73) as it is to your colleagues.
8. **Proofread carefully before submitting your story.** Double-check the spelling, especially of proper names, foreign words, etc., even if it means making a few phone calls. (It’s well worth the extra effort; spelling students’ or volunteers’ names wrong is not good public relations.)
9. **Photos are encouraged**, but please see that they are interesting, well-composed, well-lit, sharp images. Close-up action shots are best. High-quality digital images may be used. Write captions for all photos that include names, grades, etc., and provide the photographer’s name for photo credits. **Graphic images, such as logos and charts, are also welcome. Obtain written parental permission (using the district’s [Media Permission Form](#)) for publication of photos in which students are identifiable.** (If you also receive permission on the Media Permission Form for publishing photos on the web, the photos may be posted with your article on the district’s web site.)
10. **Please provide your name, job title, and a contact phone number** (work and home, if possible) with each story you submit. The editorial staff may contact you and offer to write a more detailed story based on your article, possibly incorporating quotes by you. (In this case, your name will not appear as the writer of the story, since you are mentioned or quoted in it.)
11. **Submit your article** to Diane Duplissis in the Superintendent’s office **via email** (dduplissis@lewnet.avcnet.org). Save each story separately as plain text without any fancy formatting-- in either Microsoft Word or ClarisWorks/AppleWorks—or as an RTF file. Send it to Diane as an attachment to an email or simply copy and paste the article into an email message. Call Diane (795-4100) if you are having trouble with this. She will send you a confirming e-mail that she has received your article. If you don’t receive a confirming e-mail, please call her. Don’t forget to send original photos and photo permission slips to the Superintendent’s office with a note letting us know which article they belong with.