

NEWS ARTICLE SUBMISSIONS

News writing traditionally uses the inverted pyramid -- the practice of presenting the most important information in the opening paragraph (lead) -- to tell the story.

1st Paragraph: Combined with the headline, the lead is designed to capture readers by presenting the Who, What, Where and When elements of the story first.

2nd Paragraph: Known as the "bridge," this graph provides the How and or Why of the story. Sometimes, writers use direct attribution (a quote) from one of the article's important characters here.

Middle paragraphs: Are used to introduce and explain important (but secondary) details of the story. Other sources of attribution (experts, people directly affected, witnesses) are introduced here directly or indirectly.

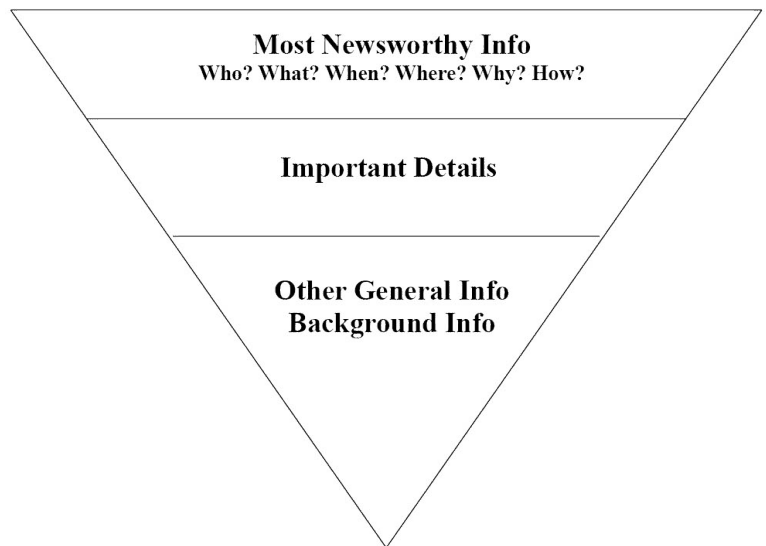
Closing paragraphs: Are used to provide general background and historical information.

NEWSWRITING TIPS

1. Place the most important details in your leads.
2. Avoid cliché historical quote and question leads.
3. Use imagery, but never tell readers what to do (e.g. *Imagine you're ...*).
4. Introduce major elements of the story early – no surprises!
5. Throughout the story, emphasize details most likely to interest or affect readers.
6. Don't jump around. Order your details from most to least important.
7. Make sentences clear, concise and to the point. Shorter is better.
8. Vary sentence length and structure.
9. Avoid passive voice and clichés.
10. Don't overload sentences by trying to fit in too much detail.
11. Avoid jargon and big words.
12. Use transitional words and sentences to move the reader logically through the story.
13. Resist the temptation to end the story with a summary or fluff "thank you" quote.

Remember: Editors edit stories from the bottom up. The least important detail goes at the end of the story and the "bottom line" belongs at the beginning.

Submit a news story or a news story idea



SAMPLE PHOTO SUBMISSION

Format:

JPEG preferred
TIFF also accepted

Color:

CMYK preferred
RGB also accepted

Compression:

JPG Medium compression ("5" to "9")

Resolution:

If possible, 8" x 10" at 200 DPI (dots per inch). If your camera has limited options, use the size/DPI guidelines here:

8" x 10" 72 dpi
6" x 7.5" 100 dpi
5" x 7" 125 dpi
4" x 5" 150 dpi
2" x 2.5" 300 dpi

File name:

File names should be descriptive. "child.jpg" is bad. "child_CDC.jpg" is better

Captions/Cutline:

Include captions/cutlines for photos in the e-mail, even if you've used the editing software to add that information to the photo file. Include:

- Name(s) (ranks, unit and title, as applicable) of people in photo
- A description of the action depicted
- Date the photo was taken
- Where the photo was taken
- Background information that provides context for the photo
- The rank/full name of the photographer

File size

Photos should not exceed 2Mb.

Note: By submitting a photo, the photographer is authorizing the 1st Fighter Wing Public Affairs Office to post the photo on a publicly accessible Web site.

Submit a photo

SAMPLE EVENT SUBMISSION

When submitting an event, bulletin or announcement, be brief. Stick to the WHO, WHAT, WHEN, WHERE, and POINT OF CONTACT.

Event example:

ITT shopping trip

Langley Information Tickets and Travel office is scheduled to host a trip to Potomac Mills Mall. The trip is scheduled for July 5 from 8 a.m. to 9 p.m. The deadline to register is July 2. The trip costs \$20 per person, price includes a coupon book. For more information, call Ms. Jane Doe at 764-7176.

Sports example:

Golf tournament

A golf tournament is scheduled for July 5 from noon to 5:30 p.m. at The Pines Golf Course on Fort Eustis. The proceeds go toward the Langley Senior Noncommissioned Officer induction ceremony. The entry fee is \$45 per person, which includes food, cart, range and golf balls. The teams will consist of four people. There will be 1st and 2nd place team prizes and prizes for longest drive and closest to the pin. For more information, call Master Sgt. Jane Doe at 764-0000.

Retirement example:

DOE

Senior Master Sgt. John Doe, 633d Security Forces Squadron, will conclude 27 years of Air Force service in a ceremony July 5 at 2 p.m. in Quesada Hall, 115 Thompson Street. All Langley Airmen are invited to attend. For more information, contact Master Sgt. Jane Doe at 764-0000.

[Submit an event announcement](#)