

## EEEGR News Editorial Guidelines - 2011-12

**DO** make it newsy and interesting to other readers: something topical, happening, changing and likely to inform or entertain. A new deal, new premises, innovation, development, achievement, celebration or even a new senior manager! That's what "news" is.

**DO** include a quality photo or image where possible. An interesting, well-composed photo or colourful impression or diagram will catch the eye and get the article read (hi-res jpeg attachment is best).

**DO** add a quote or two. They make an article more interesting and 'human' and can underline a company's strength of feeling about what it is doing.

**DO** keep it to the point. We ask for a maximum of 300 words. It means it is more attractive and less time-consuming to read.

**DO** use straightforward English. Long words and complicated sentences put off the reader

**DO** include a contact name, telephone number, email address and website to be published with the article.

**DON'T** send in an article which is simply singing the praises of your own company. We all want the world to know how good we are but it's not news and it soon bores readers. Be subtle about getting over the message of what your company does and how well it does it.

**DON'T** leave it till the last moment. Our deadline dates are the LAST possible day items will be considered. But if everything arrived then it would be unmanageable and many items would be discarded or held over for the following edition. We usually operate on a first come, first served basis.

**DON'T** write first person comment pieces unless specifically asked. We don't seek by-lined opinion articles only factual news stories.

**DON'T** use jargon or complex technical data which might be meaningless to people in other areas of the energy industry.

**DON'T** rely on everyone knowing what initials stand for - STOFT (Spell them out first time).

**DON'T** be afraid to ask for advice. We're EEEGR to help (East of England Energy Group).