



# WRITING FOR THE Gleaner

## What makes a good story?

1. Timeliness
2. Uniqueness
3. Human Interest
4. Thoughtful Writing

## Story Structure

This story structure can be scaled up or down depending on your word count. Half page: 250 words. Full page: 400 words.

- Basic Headline: Subject, Verb, Descriptor
- Engaging Introduction: Give a creative summary
- Quick Context: Why this story matters to NW readers
- Quote from a leader
- Ministry/Event/Story Details: Sequential order
- Quote from a participant
- Non-Editorial Conclusion / Call to Action
- Byline: Author name and connection to the story

**Keep sentences short:** 16 words or less. Use no more words than necessary to make your meaning clear. Include answers to the Who, What, When, Where, Why, How. Prefer the short word to the long, the familiar word to the fancy, the specific word to the abstract. Use active voice.

**Photos:** Choose photos that best illustrate your story. Include 2-4 active, high-resolution photos (vertical or horizontal). Photo files should be at least 1 MB or larger in size. Share captions and photographer credit.

**Editing:** All articles, regardless of author, are edited.

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