1. STRUCTURE

1. Start the article with a dateline (CITY, State/Country) of where the main event happened unless the city is well-known (e.g. London, New York City, Los Angeles) then the city alone is enough.

2. The first sentence must serve as either a one sentence hook or the lead (one sentence stating who, what, where, when, why, and how).

3. List the most important information first. This is inverted pyramid style: the further into the article, the less important the information.


5. Quotations generally receive their own paragraph. Make sure to include an attribution of the speaker, usually at the end of the first sentence or clause.

6. Use the best phrasing possible. If the sources say something the best way possible, then quote them directly. If not, paraphrase the quotation but include attribution (ex.: Smith said).

Tip: Though not required, try to include direct quotations throughout. A good average is one direct quotation every third paragraph.


VOLCANOES NATIONAL PARK, Rwanda (AP)
— Gorilla tourism is an important income source for Rwanda, but a recent increase in permit fees for safaris meant a steep decline in visitors.

Now fees have been reduced by 30 percent for the low season in the hope that visitors will return.

Earlier this year the WWF conservation group said the mountain gorilla subspecies was making a comeback, with numbers above 600 from an estimated 480 in 2010 in the Virunga Massif, a mountainous area encompassing parts of Rwanda, Uganda and Congo.

In Rwanda’s Volcanoes National Park, tourists routinely trek to see gorillas in their natural habitat.

“It was chaotic. I can’t estimate the percentage of tourists we lost but it was very bad,” said Parfait Kajibwami, manager of Le Bambou Gorilla Lodge near the park.

Some tourists have said they are happy to pay the full price.
2. STYLE

1. In the body of an article, spell out the state name with the town name (unless it is the same as dateline, then do not mention the state).


3. Pronouns: Do not use ‘he’ or ‘she’ as universal. Pluralize instead. If pluralization is impossible, use “they” as singular.

4. Commas: No Oxford comma (in a list, no comma before the “and”).

5. Time: include a.m. or p.m. if time of day is not otherwise stated (such as 5:00 this morning).

6. Use abbreviated titles before full names (Dr. Mr. Mrs. Rep. Sen. Gov.).

7. Mention sources’ full names the first time they are mentioned. Afterwards, use only their last names. Unless multiple people hold the same last name, then use full name throughout.

8. Abbreviate: Corporation, limited, etc. when at the end of a company name (Co. Ltd.).

9. Numerals: In general, spell out one through nine. Spell out any number if starting a sentence.

10. Ages: 6-year-old boy, but boy is 5 years old (hyphens for ages as adjectives or noun replacements).

11. Years: Use numerals for 21st century, but spell out for nine or lower (fifth century).

12. Punctuation: Put a period or comma inside quotation marks.

SEATTLE (AP) — A campaign bankrolled by the oil industry has raised $20.46 million to defeat a carbon pollution fee on the ballot in Washington state aiming at tackling climate change, if approved by voters on Nov. 6.

Oil companies have given the bulk of opposition money, with Phillips 66 the top donor at $7.2 million.

“This costly and flawed initiative would create damaging policies for our state and unfairly hurt Washington’s families, small businesses and our economy,” said Dennis Nuss, a spokesman with Phillips 66, which operates an oil refinery in Ferndale.

State Sen. Reuven Carlyle, a Seattle Democrat who sponsored a carbon tax bill in the most recent session, said big oil companies are trying to stop any momentum on carbon-pricing in the U.S.

The measure comes two years after Washington voters rejected a carbon tax that would have been the first in the nation.

The initiative would also set up a 15-member public oversight board made up of governor appointees and state officials, to supervise the spending.

Dana Bieber, a spokeswoman for the No on 1631 campaign, said it doesn’t matter to voters who funds initiatives.

“What they care about it how much the measure is going to cost them,” she said. “This unfair energy tax is going to increase the cost of gas, electricity, heating fuel and natural gas.”