

Writer's STYLE



AUDIENCE (Pick a level)

Preschool (Birth-Pre-kindergarten) *First Teacher*
Kindergarten (Kindergarten) *Parenting Matters*
Elementary (Kindergarten-5 or 6th) *Parenting Matters*
Middle School (6th to 8th grade) *Parenting Still Matters*
High School (9th to 12th grade) *Parenting Always Matters*
Grandparents Raising Grandchildren (Kinship Care) *Parenting Again*

LENGTH - Vary length but nothing really long (15 TO 250 words). If we have anything really lengthy we might use it for a flyer rather than an article but we don't do many of these.

READING COMPREHENSION - Sixth grade level is what newspapers use. We want to keep it simple to reach everyone.

STYLE

Word choice - No sophisticated vocabulary. Use words everyone understands.

Be personal - Talk about "your child" not "children" then switch to he or to she. Talk about "you" not "parents." If you must begin with "parents" and "children" switch as rapidly as possible to more personal.

Balance gender references

Humor - Always worthwhile to lighten the newsletter

Positive Approach - Say it positively if at all possible. Minimize "don't, should, never," etc.

Don't be bossy without resource for bossiness - Use resource, bibliographical entry, or quote

Ethnicity - Want variety to develop understanding and want to specifically have articles to reach out to other than Caucasian Protestants.

Keep holiday references neutral and evenly presented

Include articles for fathers as well as mothers (Minimum of one per issue)

Use new resources as much as possible because of exploding research

Many times bullets or numbered main points help vary the layout

How to cite References

Brazelton, T. B., *Toddlers and Parents*, Dell, NY, 1989.

Brazelton, T. B., and Smith, J. R., *Toddlers and Parents*, Dell, NY, 1989.

Brazelton, T. B., "The Changing Child," *Newsweek*, January 25, 2000.

More than 2 authors

Brazelton, T.B., et. al., *Toddlers and Parents*, Dell, NY, 1989.

Anything off the internet - Can just use the website

If it is an article, give credit to the author and where it was published.

If you give credit for the article in the article then you don't always have to give it a reference. It depends on if it can be checked out somewhere. But if Olympic Medical Center in a class said do such and such, be sure to put that in the article. But if you say Terry Brazelton said such and such, we need to include the source.

Parents should be able to go to any of these sites and find what you are talking about. We want them to use this as a starting point to go for more information.