



Guidelines and tips on the article category:

- Write about something that interests you!
- Be concise and to the point. Useless information will discourage readers.
- Stick to the facts. Get comments and interviews from the persons concerned.
- Ideas come from everywhere - watch, read, listen, keep up to date, take notes. Talk to people to find out what interests and concerns them.
- Decide on the 'tense' of your story at the start and stick to it. Present tense usually works best.
- Summarise what you intend to write about. The standard journalism rule is that the first paragraph should include information on 'who, what, where, when, why' of the issue.
- Never write more than 2 pages, ideally one – just say what you need to. Your entry is automatically disqualified if it exceeds 1000 words.
- Avoid lengthy, complex paragraphs. Your article will appear in columns, so one or two sentences is equivalent to a paragraph.
- Take time to choose the perfect title – it determines whether your article will be read or not! It should be engaging and short enough for an online update.
- Features, case studies, blogs, YouTube clips and other social media placement are always an asset.
- A picture sells the story - offer good quality images with your article.
- Don't rely on the computer spell-checker - especially those set on a U.S. dictionary.
- Close with a bang – give the readers something to think about!
- Never copy other people's work. Quote authors when needed but produce your own work. Plagiarism is a serious offence!

YRE article category. An article to be read!

Alternative energy
used by our ancestors.

Tourist attraction or a
froggy graveyard?

The bees are scratching
their heads!