

OCRA Newsletter Guidelines

- Readers seek content that is useful, important and relevant. Does the article offer value in the form of information, best practices, tips, advice, analysis or resources?
- First impressions count. People decide within seconds whether to continue reading something. Not sure how to start your article? Try beginning it with an interesting anecdote, statistic or problem statement.
- Try to be clear and concise in your writing and use bullets, lists, and short sentences or paragraphs where appropriate. Be sure to answer the five W's and H (who, what, where, when, why and how) in the opening paragraphs of your article.
- Include any statistics, pictures (multiple if need be) and/or links that will enhance your article.
- Don't forget to include a conclusion. Wrap up your thoughts, or reiterate the lessons you learned or the next steps.
- If the topic is complex, you might want to suggest additional resources or offer a contact for more information at the end.
- Cite sources and provide references to quotations and facts when used.

Send any questions to [Christmas Hudgens](#) or [Melissa Thomas](#).