It’s the Little Things
Easy-to-avoid mistakes and pitfalls for newsletter writers

Writing and preparing a newsletter can be a complicated process. Below are some of the most common errors. Careful proofreading and attention to detail can help you avoid them. The result will be a newsletter that will represent you and Extension well.

• Misuse of commonly confused words. Examples: loose and lose, farther and further, insure and ensure, and its for it’s (it is)
• Paragraphs too long
• Inconsistent capitalization
• Punctuation mistakes
• Use of generalities when specifics are needed
• Improper use of commas
• Use of hyphen for em dash
  A hyphen is used in this sentence: The menu included several items—fish, chicken, and potatoes.
  An em dash is used here: The menu included several items—fish, chicken, and potatoes.
• Extension logo crowded
• A single line of text jumped to another column
• Too many font styles
• Too much unbroken text creating a gray effect
• Inverted pyramid style of writing not used
• Too many long sentences
• Monotonous layout
• Omission of publication date
• Use of th and rd on dates (write December 14 not December 14th)
• Use of one side of paper instead of front and back
• Last lines cut off
• Widows (short lines) at the tops of columns
• Inconsistent abbreviations
• Mastheads inconsistent on different issues of newsletters