

# Let your newspaper help spread joy of this happy event to others

Why not let others — not only acquaintances who for one reason or other would not be invited to your wedding — but complete strangers share in the joy of your wedding day.

This can be accomplished easily enough by having an account of your wedding published on the Women's Page of your local newspaper. The Guardian and The Evening Patriot welcome such contributions from newlyweds and there is no charge for either the picture used or the story of your happy day.

News coverage of the greatest day in the life of any couple should be a part of the planning that the bride must do for the wedding itself.

### TELLS WHOLE STORY

The first steps can be taken well before the wedding day. The bride to be should call the newspaper's women's editor, in the case of The Guardian and Patriot, Audrey Jenkins, a week or so before the ceremony and acquire a "Wedding Report" a form which when completed will tell the entire story of the wedding from what the bride's mother is wearing to where the couple will spend their honeymoon.

This should be completed and used as a guide in developing the story of your wedding day and brought to the newspaper office as soon after the wedding as it is possible to do so. As in the case of other news that appears in the paper every day, the newspaper wants all news items to be as timely as possible. A wedding ceremony performed a month ago is not as timely nor as newsworthy — all other things being equal — as the report of a wedding held last week or better still yesterday. Timeliness is considered in the editing of the story.

### BLACK, WHITE ONLY

A selection of black and white pictures — glossy prints or black and white negatives should be brought in with the report. Color prints or negatives are not usable and should be avoided.

The women's editor or the bride or bride's mother can discuss the pictures and agree on a choice of the best to use with the story.

The pictures for best results should be the work of professional photographers or highly skilled amateurs using first rate photographic equipment. While occasionally granddad will take good snags with his \$2.98 model, the results are generally poor and unsuited for reproduction in a newspaper.

In submitting your wedding story, it must be remembered that it may be edited. All material used in any newspaper is checked and edited (shortened, lengthened, rewritten to make it more readable and lively, etc.) by people skilled in this type of work.

Also if submitting your own

story, the women editor will appreciate a double spaced type.

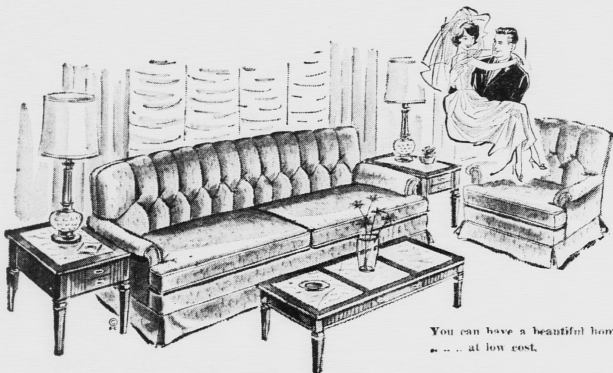
written report. This makes her work that much easier, saves

time and goes a long way in legible hand writing.

Remember, too, that the bride's activities prior to her wedding day also make news sought by newspapers. Showers and parties given in her honor by friends and relatives are newsworthy items and are regarded as social events well worth reporting by phone or by mail to your newspaper.

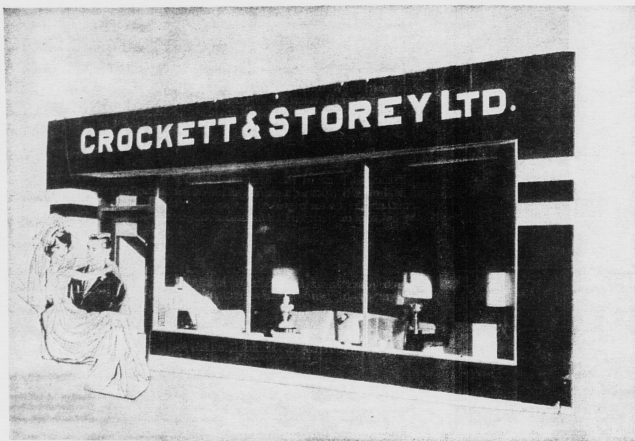
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