**RTV 320 Basic writing tips**

Write in a conversational style. Try to write each spot so the listener can understand it the first time; also so that the announcer can read it smoothly the first time.

Use simple sentence structure (subject-verb-object, active voice).

Example: Michael rowed the boat ashore.

Avoid passive voice.

Example: The boat was rowed ashore by Michael.

Use contractions (he’ll, she’ll, they’ll, he’s, she’s, they’re, etc.)

Write short sentences (20 words or fewer); use everyday words.

Be careful to use correct punctuation.

Hyphenate words that are used together in front of another word as an adjective (“blue-and-gold jersey” … “rock-and-roll music”)

Generally, spell out the names of organizations, except those better known by their abbreviations (Y-M-C-A, N-F-L, MADD, NASA; hyphenate if each letter is to be pronounced separately).

Numbers - In general:

* Spell out: zero to eleven.
* Numerals: 12-999.
* Spell out: thousand, million, etc. NOT HUNDRED.
* Examples: eleven-thousand; 12-thousand; 999-thousand.
* Exceptions: telephone numbers, addresses, etc.
* You may want to express numbers in the range from one-thousand to ten-thousand this way: 25-hundred (rather than two-thousand, 500); 48-hundred (rather than four thousand, 800).

Avoid using complicated web addresses. Spell out “point” or “dot.”

If phone numbers are used, say them twice.

Round-off large numbers. (“about two-thousand” rather than “one-thousand, 997”).

If possible, provide a landmark (“across Highway 50 from Memorial Stadium”) rather than giving an address (“3218 Highway 50”).

Provide phonetic pronunciation of difficult or unfamiliar names: “Dirk Nowitzski (no-VIT-skee).”