

Henninger Helpful Hint

What was she thinking?

Consulting is a fun business and part of the fun is learning from my clients—even stuff I don't wanna know.

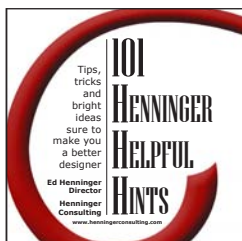
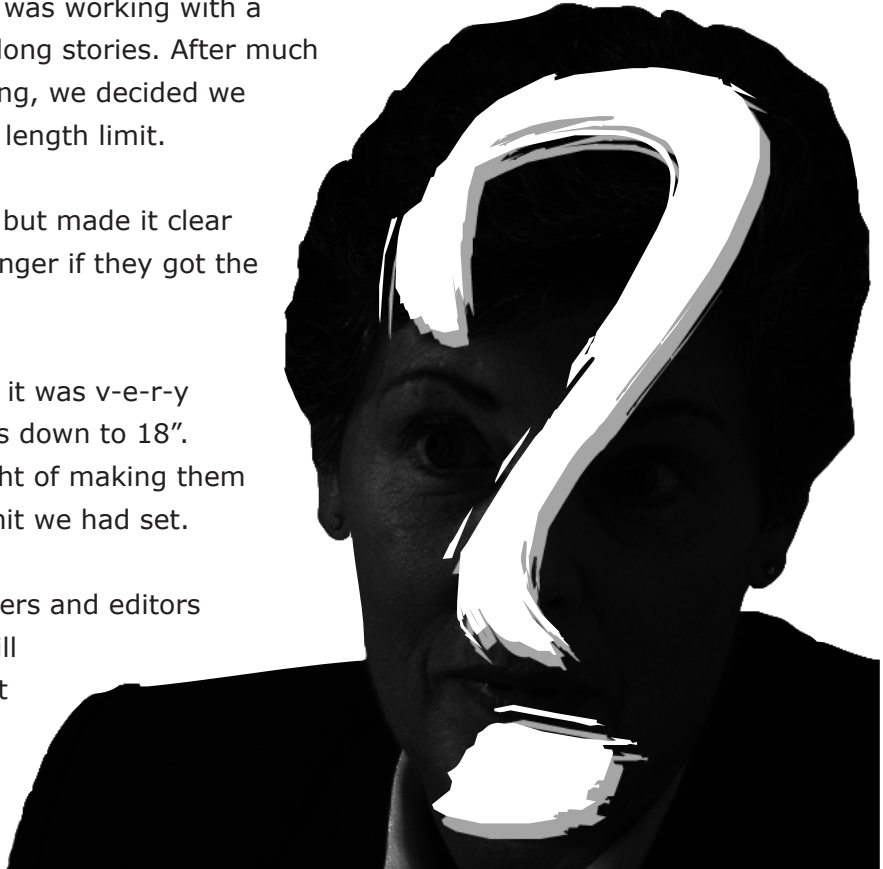
About a dozen years ago, I was working with a newspaper that ran overly-long stories. After much discussion and hand-wringing, we decided we needed to establish a story length limit.

We set 15"-18" as the goal but made it clear to all that they could run longer if they got the OK from their editor.

One editor complained that it was v-e-r-y difficult to edit travel stories down to 18". Obviously, she never thought of making them shorter than the outside limit we had set.

The lesson: If you give writers and editors a story length limit, they will most assuredly write or edit to that limit.

Aaaarrrrggghhhh!!!!



'101 HENNINGER HELPFUL HINTS

is filled with so many good ideas. You'll find yourself asking: "Why didn't I think of that?"

Kevin Slimp, Director
Institute of Newspaper Technology

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