Extra extra extra extra extra extra

TAW isn't the only way to promote your events

There are many ways to publicize events in your local major and community newspapers, and organization and church newsletters – many will publish a news brief or calendar item. Don't forget local radio stations. Make connections with the local editorial contacts and let them know how your event will benefit their readership. Give them all the "who, what, where, when, why and how info," and a contact number with your press release and you may get that local publicity. Check your state newspaper association website for contacts.

How to promote your events in *The American Wanderer*

By TAW production manager Donna Seline

The American Wander (TAW) welcomes your submissions and wants to help promote events throughout all AVA regions. So to help you help us, remember:

We want to be fair to all contributors and regions. We only have so much space to print articles and photos, and since we receive up to 100 submissions for each issue, there's no way to fit them all in as submitted. Because of space requirements and the need to be fair we request only one article per club; so confer with fellow club members before submitting an article. So keep your articles short — you really can say what you need to say in less than 600 words. The shorter the article, the more likely it will make it into an upcoming issue.

We want to promote upcoming events, but also past events if they have something relevant to say to *TAW* readership. And if you have a letter to the editor, milestone or just want to talk about your walking adventures — then keep them short and sweet. Each *TAW* page can only handle an average of 1600 words — and that's without headlines, photos, graphics and paid advertising. Use your computer software to do a word count and then cut out the extraneous stuff. If you have doubts or questions about your article please contact Donna Seline at taw@ava.org or 612-529-0552.

Since we don't have space to fit in every article as submitted we cannot guarantee that any article will be printed. As with any other publication, if you want to guarantee a spot, contact AVA for paid advertising information.

We prefer email submissions. Attach your Word document and also paste the text directly into the email (in case of software conflicts). **In the email "subject" line include** *TAW*, **the region you're covering (AT, NW, etc.) and article title.** Include photo captions or other notes, at the end of the article. Include the byline (writer's name) in the article under the headline. When sending email photos or graphics – do not imbed them into the article – send as separate attachments. Photos should be in tiff or jpeg format, and under 1M (170 dpi). See page 4 for more info.

Send articles to taw@ava.org. Send only one or two of your best photos. Include caption info (who, what, where, etc. and who is in what position, left to right if appropriate), and add photo credit if needed.

Remember deadlines; they're always posted in *TAW* on page 2. Also note that any changes in the list section of events, club changes, etc., must go through the AVA — we cannot make those changes.

Get the picture?
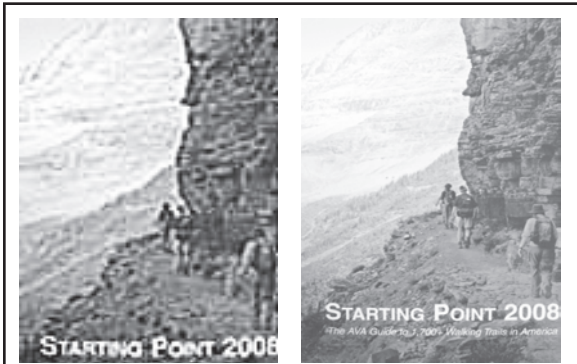
Don't send photos downloaded from a website. The two illustrations above show you the quality difference between a web photo and a good high resolution photo, needed for publishing in **TAW**.

Sometimes you need to ask folks to stand still so you can take a sharp focused picture.

Look for shots that show walkers enjoying the beauty or historic value of the area where the event takes place.

Watch the background lighting so you don't lose faces in shadows.

Butt shots aren't pretty ... no matter whose butt they are! And especially when they're out of focus.

Besides, look how much prettier face shots are!

Typesetting specs — Associated Press style

Just some basic journalism 101 points for you. The points below are just a few from the **Associated Press Stylebook**. The following is a hodgepodge of the most common flaws in submissions to the media. When submitting any kind of press release, you're going to get a better response from editors when your article, news brief, calendar notice, etc, is in proper Associated Press style. So whether you're submitting to *The American Wanderer* or to the *New York Times,* you'll look more like a professional when using these formatting tips:

Format

• **One space** between a period (.) and the next sentence — always.

• **Return/enter key:** Never hit it at the end of a line unless you are starting a new paragraph.

• **Word capitals:** The Associated Press standard is only the first word and proper words are capitalized.

• **Capitals in a person's title or position:** Capitalize formal titles when used immediately preceding the name; otherwise lower case.

• **Don't capitalize for accent** (in note or headline) — a definite no, way too LOUD. It was used in typewriter days because there was no other way to accent a word or sentence. Now we can bold or italicize a word to make it stand out more effectively.

• **Don't underline for accent** — same reason as above.

• **Dashes** — the use of a double dash (--) is no longer necessary. Instead use an "em dash" (because it is the exact width of the capital letter "m" in the typestyle you are using). On a Mac you can type the em dash by holding down the option and shift key before typing the dash. The PC also has a keystroke for this function. Always put a space before and after a dash or elipse (...).

• **Turn off your word processor's default tabs and indent settings.** This will make it easier for the text to be imported into the page layout program. If you want to format your article to print a hard copy, do so, but then turn off the defaults before you save it to send to *TAW*. Text boxes added in Word do not import into page layout programs. We'll format!

• **When you save your article,** don't assume you know what software your receiver has; when in doubt save it as text. This imports efficiently into most desktop publishing programs. At *TAW* (and most major newspapers) we can accept most software programs **except Publisher**. Also when submitting via email, attach the document to the email as well as pasting the article into the email — just in case the receiver can't open the attachment.

Other stuff

• **Time** is usually typed as 7 p.m. or 7:30 p.m., not 7:00. Major newspapers dispensed with the extra 00s decades ago. And 12:00 noon is redundant, try to use noon or midnight.

• **Is it a.m. or A.M. or AM or am?** Associated Press says it's a.m. or p.m. and there is a space between the number and the a.m. or p.m. For example, 7 p.m. is correct.

• **Dates:** Do not include letters in a date. It's September 17 not September 17th. We do **not** use military form of dates, i.e. 17 September — it is always September 17.

• **Year:** there's no reason to add the year unless you're referring to some year other than the present. So "the event will be held March 1, 2015" is overkill – if the event is to be held next year, say 2016.

• **And versus &:** "And" should always be spelled out unless the ampersand is part of a logo or title, or if it's a very serious space problem.

• **Numbers:** Numbers one through nine (1-9) should always be spelled out (one – nine), except when used in currency form or time. Numbers 10 and above should always be in numerical form.

• **Numbers starting sentences:** Numbers at the beginning of a sentence should always be spelled out, i.e.: Two hundred people came to the event.

• **Acronyms:** spell out an acronym when first used in an article (to introduce the reader) and then put the acronym in parentheses immediately after it. Don't use an acronym at the beginning of a sentence — spell it out or find a way to use it later in the sentence.

• **Money:** Usually a large number like two million dollars would be typed $2 million. Smaller numbers should be numerical, i.e., $150 or $150.50. Don't add the cents (00s) as in $150.00.

We also publish other newspapers and we receive hundreds of email press releases each week. **To make sure your article doesn't get lost, put the following in your email subject line: TAW: your region: name of article.**
For example: TAW:NC:Walking in MN State Parks.

Electronic sanctioning and how what you type affects the B Section of *TAW*

One of the things that we have learned over the years of producing printed materials is that you can't always trust everyone to know correct formats ... so we have to set standards to take advantage of the space we have to use without wasting it. **So when a club sends in an Electronic Sanction Request (ESR), their punctuation is not always right or necessary.**

Hyphens: rather than use a hyphen, just use a comma and space as in any other line of text, i.e., State Park, picnic shelter not State Park — picnic shelter.

Capital letters: First letter only ... never totally capitalize any words unless they're an acronym or state abbreviation. All caps take up twice as much space as lower case. In the events and club listings space is a premium so when you type all caps, we have to remove them. **Email addresses are usually not case sensitive — keep them lower case.**

Two names: Instead of Tom & Mary, **just use one name**.

Initials: Don't put any periods between the initials. *(This is more a space saving technique for our lists than "grammatically" correct.)*

Middle initials: not necessary — takes up space, **leave out,** no one cares!

Abbreviations: Streets and avenues ... abbreviate: St. and Ave., Dr., Rd., Park=pk; High School=HS, etc.

Directions: North = N. etc.

Phone #: Type **just** the numbers as dashes will not display your number correctly.

> **Remember:** if we have to re-type something in your listing for *TAW*, there is a chance for error. Put it in correctly to prevent this from happening!

Picture that!

They say one good picture is worth a thousand words ... but what's a good picture? Quality photographs should be focused and clear, with easily identifiable subjects and no background distractions.

For newspaper publishing, digital photographs need to be 170 dpi. When saving the file as a jpeg set the compression scheme ("image options" in Photoshop) to "maximum" quality and "large file." A color (CMYK) photo that has a physical size of 4"x5" and a resolution of 170 dpi will have a file size of approximately 1MB.

All digital photos sent to *TAW* should be kept around 1MB and should be sent in jpeg or tif format.

> *Any changes in the list section (events, club changes, etc.) must go through the AVA — we cannot make those changes.*

Specs *continued from page 3*

• **Quotes:** In almost all cases, quotation marks should be on the outside of punctuations like commas (,") and periods (.").

• **I.E.:** Id est, or "that is," is abbreviated i.e. and always used with periods. This is used frequently instead of "for example."

• **State abbreviations:** Always spell out the full name of the state in an article. Please use the two-letter postal abbreviation in addresses for items in the List Section.

• **Area codes/phone numbers:** Many cities now have multiple area codes, and the 10-digit phone number is the norm. Forgo the parentheses for the area code. At the *TAW* we're using dashes. So the *TAW* number is not (612) 529-0552, it's 612-529-0552.

• **Using "periods" in phone numbers,** i.e. 612.529.0552, won't allow for the phone number to hyphenate over two lines, so we opted to stay with dashes.

A final note: be consistent with all of the above, and keep your article concise and clear. When you write something, try to think of it from the readers' perspective — don't assume the reader knows anything — and yet readers see so much more than you would expect.