

# Writers' Guidelines

Thank you for your interest in **Wawarsing.Net**! The success of our project depends in large part on the quantity, quality, accuracy, timeliness, and relevance of submitted editorial content from volunteers!

**Wawarsing.Net** is the new, FREE, monthly "Good News" magazine about and for the Town of Wawarsing community... with a parallel online version at [www.Wawarsing.Net](http://www.Wawarsing.Net), designed to be the web portal for "all things Ellenville/Wawarsing."

Published monthly and posted by the **Ellenville-Wawarsing Chamber of Commerce**, **Wawarsing.Net** features: upbeat articles about local businesses, organizations, and individuals; coverage of community events and activities (including a comprehensive calendar, updated frequently online); and will be a handy one-stop reference guide for those living in, or interested in, the Wawarsing area. The online **Wawarsing.Net** may include longer versions of articles, color photos, archives, reader feedback, and links to other sites. An interactive online section will allow for forums, polls, real-time weather, and a library of files, directories, maps, and photos. Ads will appear in both print and online versions.

The first issue was the December 2002 issue, with an introductory run of 10,000 copies; future issues may run from 5,000 copies and up, depending on the season or features. Copies are available at shops & offices throughout the town of Wawarsing, and at select locations beyond. For details, contact Steven Krulick at [s@krulick.com](mailto:s@krulick.com) or 845-647-2868, or the Chamber office at 845-647-4620. Issues are projected to be 20-28 pages, magazine size (8.5" X 11"; image size 7.5" X 10"), black ink on newsprint.

## Content:

That **Wawarsing.Net** is a monthly magazine dictates much of the scheduling and decision-making. Articles must be planned well in advance of print date and it is pointless to announce, as an upcoming event, one that will have already occurred *before* the issue appears. We can't, and do not expect to, compete head-to-head with daily, or even weekly, newspapers for "news" items with short life expectancy. (Although our online version *does* allow us to beat out any news media for breaking news!)

What we CAN do well is focus on those less time-sensitive events and occurrences that take in the broader view, the bigger picture, and would fall through the newspaper cracks.

MOST important, the articles, indeed, the whole tone of **Wawarsing.Net**, should be POSITIVE and UPBEAT! We want everyone to come away feeling better about the community – its people, its culture, and its prospects – and thereby encourage still greater efforts to make our town even better and more welcoming!

We will NOT accept or publish material about crime, scandal, gossip, trashing or bashing, rancor, or other tabloid staples! We may include material that invites comment or controversy (after all, we don't want to be dull!) but we will maintain a fair, accurate, friendly tone throughout, and articles may be shortened or edited to achieve that goal.

Material should be of interest to those: who live or work in the Wawarsing area; who used to, and still want to keep in touch; or who are considering moving their family or business to the area. We see **Wawarsing.Net** as an ambassador for our community! So articles and other material should always put the best foot forward, promoting the area, its people, businesses, and organizations.

The best one-shot-only articles to submit are short-to-medium-length features of a general community-interest nature, not necessarily time-dependent, yet ideally linked to specific events that will take place during the nominal month of the issue or soon thereafter. If you have a good idea for an article, or something that would make a good ongoing series, or even a theme for an entire issue, contact us first to see if it fits into our overall plans and strategy.

For most potential contributors, who would want to write on a regular basis, this will mean a regular, or semi-regular column or featurette about their organization, club, association, municipal office, business, etc., briefly describing what's been happening since the last update, and announcing upcoming events and expectations. For many, this will be no more than three to five paragraphs plus a headline, which can comfortably fit on one typed page, 200-400 words.

The secretary or other officer of the organization can usually prepare this by extracting the highlights from the minutes, agendas, or newsletter of the group. However, please try to use a "narrative" style, one that tells a complete story in conversational tone, rather than just "bullet" a series of telegraph-style snippets (e.g. NOT "President moved motion. Seconded by treasurer... etc."). However, we CAN edit such material, if necessary, into more standard "newspaper" style.

Giving special acknowledgement to individuals for winning awards or ranking high in regional, statewide-or-greater contests or standings is always welcome, as well as those who've reached outstanding personal or group milestones. Likewise, if the group or business has received special recognition, or is making major changes, or has reached a notable anniversary. Tying the comments or theme to local history or tradition, or to seasonal events or activities, is also a good "hook."

Impressed by something a business, group, or individual has done? Is there something you think would make our community better? Do you know something about the forgotten history of a place, person, or business from our area? Let us know about it!

Are you an expert on a subject (your business, perhaps) that could be of interest to our readers, and you can write a regular or semi-regular column about it? Let us know about it!

People want to know what's happened, but perhaps even more, what is *going to* happen! Our calendar can be one of our biggest drawing cards IF we keep it current, comprehensive, and accurate. We welcome calendar items as well as articles, the sooner the better, as we can put them online way in advance of the print version. Please make sure all the information is thorough, detailed with contact persons, prices, addresses, etc., and confirmed correct!

We don't have room in print for too many photos, but a good photo of one or a few individuals doing something interesting (not just shaking hands over a plaque!) is a good eye-catcher, and makes the magazine look less flat. Digital pictures are preferred, but we can scan if necessary. Contact us about how best to borrow and return, if necessary, your pictures.

We *have* the ability to run longer versions of an article, with more photos, in the online version. But print versions will have to fit, and may be edited to do so. We reserve the right to edit or reject any article, or to extract the contents to place in another format, such as the events calendar. If you want to give us a short AND long version of the same piece, please do.

## Submission:

The best way to submit written material is as **plain text** in an email sent to [Articles@Wawarsing.Net](mailto:Articles@Wawarsing.Net). We can also accept file attachments in MSWord or most similar formats, but plain text is best. Pictures may be submitted as attachments with the email; preferred formats are .jpg, .gif, .png, .tif, .bmp, .pdf. The higher the resolution the better. Either color or B&W is fine.

Articles may also be faxed to 845-647-2868, to be scanned. For this to work, the articles should be **typed** – NOT hand-written – in a standard font, at a reasonably large-enough size to reproduce clearly. Typed articles may also be mailed to **W.Net, Box 467, Ellenville 12428**, or dropped off at the Chamber office, along with pictures that haven't already been scanned into digital format.

Deadline for articles and photos is receipt by us by 5 PM on the **20<sup>th</sup> of each month** for the coming issue. If you can alert us by the 15<sup>th</sup> of the month, confirming that an article is coming by the 20<sup>th</sup>, that is much appreciated. Of course, the sooner you can notify us AND send in any material, the better!

Remember... this is *YOUR* publication! Contribute to it!