Peaceful Mountain Monitor

Peaceful Mountain Monitor is a twice-yearly newsletter that serves the residents of the City of Monte Sereno. Our goal is to provide residents with a newsletter that has high quality writing, artwork, and photography. In short, the newsletter is aimed at the general reader and must be visually compelling, engaging, informative, and timely. In order to be able to deliver a publication of such high quality, all contributors must follow guidelines, based on best practices for publications. BEFORE submitting, please review these submission guidelines; submissions that do not meet these standards will not be published. If you have any questions, please contact Michele Kwong, Editor/Administrative Clerk II, at michele@cityofmontesereno.org.

1. **Submit story along with photos or artwork**
   All stories submitted are considered to be "first drafts" to be reviewed, edited, and in some cases, re-written entirely by the editorial team. Writers are encouraged to submit their contributions before the deadline for our editorial team to work and develop the potential article. Stories not submitted by the deadline or that do not conform to these guidelines WILL NOT be considered for publication. Please note due to limited page count: (1) a party can only contribute one story per issue; (2) not all stories submitted will be published. Note the editorial team has discretion on inclusion, editing, placement, and design of every story.

2. **We welcome story ideas**
   If you don't have the time or inclination to write a story, but have a great idea for a story, simply send an email to the Editor any time during the year, so we can develop your story and it may appear in a future issue. Please do not wait until the deadline for the current issue.

3. **Suggestions for stories**
   Possible ideas for stories may include historical articles about Monte Sereno or articles about yourself or your family history. You could also share a family recipe with the story behind the recipe. Or you could write something for our editorial column, "Write Something Nice." Or write about your pet, your favorite hobby, your favorite vacation, or poetry.

4. **Length of stories**
   All articles in Peaceful Mountain Monitor are either a half-page or a full-page without exception. A photo and a caption are NOT considered to be a story. A few sentences about an event, program, or ordinance is NOT considered to be a story. Topics that have already been covered in past issues will be considered low priority.

5. **Information and/or rough draft is edited by the Editor**
   Newsletter stories are written/edited with the general reader in mind. Is the story relevant to most residents of the City of Monte Sereno? Does the story have an interesting title? Does the story have an interesting or engaging introduction? Is the story written with presentation of information from general to specific? Is the story fact-based and eschews editorializing? Is the story written with the appropriate tone? Is the story timely? Does the story promote positive aspects about the quality of life in our city? Does the story follow the editorial conventions of Peaceful Mountain Monitor? Is the story the proper length (word count)?

6. **Photos and/or artwork are reviewed by the Editor**
   Are the photos print quality (high resolution, in focus, good composition, well lit)? Are the photos interesting, compelling and do they enhance the message? Do they illustrate well the overall event/subject?

7. **Collaborative model**
   Accuracy of topic is the responsibility of the contributor. If a story is well-written, it will most likely receive minor edits. Stories that do not meet the editorial standards will be completely rewritten, using the facts of the initial draft. In some cases, an article will be sent back to the original contributor to review for accuracy only. Once edited, all stories will proceed to the design and production phase and will not be returned to the contributor for further review.

DUE DATES

FEB 15 – SPRING ISSUE
JULY 15 – FALL ISSUE

PAGE 2: STORY GUIDELINES
PAGE 3: PHOTO GUIDELINES

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STORY GUIDELINES

WORD DOCUMENTS

WORD COUNT
1-page article: 300
Half-page article: 150-175

FILE FORMAT
• Word file (run all copy through spell check prior to submitting)
• DO NOT embed any images (high or low resolution) in the Word document

FILE NAME
article_name.doc

DELIVERY
Via email to the editor of newsletter. Please include your full contact information (name, phone number, email address):
Michele Kwong, Editor:
michele@cityofmontesereno.org

EDITORIAL GUIDELINES

THIRD PERSON VOICE
The committee offers residents many options.
NOT: We offer you many options.

Residents are invited to attend committee meetings.
NOT: You are invited to attend our meetings.

EXCLAMATION USAGE
The event was a complete success.
NOT: The event was a complete success!

TIME FORMAT
10:00 am – 2:00 pm
10:00 – 11:00 am
10:00 am - noon
noon – 4:00 pm

DATE FORMAT
March 21, 2010

TELEPHONE FORMAT
650-123-4560
NOT: (650) 123-4560

WEBSITE FORMAT
www.websitename.com (DO NOT include http://)

SENTENCE SPACES
Only one word space after a period.
Sentence one. Sentence two.

PUNCTUATION
Unless a direct quotation requires it, do not use exclamation points.

SPELL CHECK
Please run articles through spell check prior to submitting. Also confirm spelling of all names and accuracy of email addresses and/or phone numbers.

SOURCES
It is not permissible to cut and copy text from a page posted on the internet.

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PHOTO GUIDELINES

PHOTO SUBMISSIONS*

FILE FORMAT
• Standalone JPEG files (high resolution, 300 DPI or higher) or PDF only
• DO NOT embed any images (high or low resolution) in any program files such as Word, PowerPoint, etc.
• When sending many photos, place images in folder and compress (zip) the folder.

RENAME FILE NAMES TO THIS FORMAT
Nameofperson.jpg or Nameofevent_1.jpg Nameofevent_2.jpg ETC.

FILE SIZE
At least 4 x 6 inches (at 300 DPI)

PHOTO COPYRIGHTS
Images sent to *Peaceful Mountain Monitor* must not violate anyone's copyright. Any image downloaded from the website is protected by copyright law. By submitting a photo, the submitter gives the City of Monte Sereno permission to use that photo in *Peaceful Mountain Monitor* in the print and digital online versions and any future city-sponsored event promotional materials. If submitting the photo of a friend or colleague, you must have written permission to submit the photo to *Peaceful Mountain Monitor.*

CREDIT LINE
It is up to the submitter to provide the name of the photographer to be credited. Due to limited space, contributor's name may appear on the back page.

RELEASE REQUIRED FOR MINORS
When submitting a photo that features children under the age of 18, a release form, obtained from the City Clerk, must be filled out and submitted.
Contact: Michelle Radcliffe, michelle@cityofmontesereno.org

PHOTO GUIDELINES

SHOOT SAME SCENE SEVERAL TIMES
When shooting a person or an event and you come across a great photo opportunity, do not just shoot it once. Shoot it at least 5-8 times at slightly different angles or by stepping back and showing more of the surrounding area or by Stepping forward and providing more detail. Submit all these photos, so the best image can be selected for the layout.

COMPOSITION/FRAMING
In general, place your subject in the center of the frame. Do not cut off their head or parts of the body.

BACKGROUND
When shooting, consider what is behind your subject. Very busy and unattractive backgrounds can compete with your subject and ruin an other- wise great photo. Having a subject take a few steps, or having the photographer move, can place the subject in front of a more attractive background.

LIGHTING
Shooting in direct sunlight creates very dark and deep shadows. The best light is early in the morn- ing and very late in the day.

GENERAL SHOOTING TIPS
The website is a great source for photography tips. Tips can be found below or simply Google "composition tips for photographers":
http://www.photographymad.com/pages/view/10-top-photography-composition-rules
http://photofocus.com/2009/11/30/25-photo-composition-tips/

*NOTE: PHOTOS OF ELECTED OFFICIALS
From: Title 2, Section 18901 of the California Code of Regulations is the applicable FPPC regulation. Photos of elected officials should not be included if there are more than 200 documents being mailed and if the Town has funded more than $50 dollars towards the cost of the newsletter.