

# Peaceful Mountain Monitor

## Newsletter Submission Guidelines

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*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 **BEFORE** submitting, please review these submission guidelines; submissions that do not meet these standards will not be published.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](mailto: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 12 – SPRING ISSUE**

**AUGUST 12 – 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](mailto: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](http://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: Gloisy Gonzalez-Langarica: gloisy@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 otherwise 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 morning 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 City has funded more than \$50 dollars towards the cost of the newsletter.