

## **Guidelines for submission of articles and photos to the Potomac Appalachian**

Got a story to tell? An interesting photo to share? The Potomac Appalachian wants to hear from you!

It's easy to submit an article or photographs. Simply e-mail them to the editor at [PA@patc.net](mailto:PA@patc.net).

Here are some guidelines that will help our editors and proofreaders and give you the best chance of seeing your work in print.

- Keep articles short, no more than 300 words in most cases. Obviously, not every story can be told that succinctly. E-mail the PA editors at [PA@patc.net](mailto:PA@patc.net) if you are interested in writing a longer feature story.
- Write in a breezy, conversational style. Use active verbs. For example, write, “the crew cleared the trail” rather than “the trail was cleared by the crew.”
- Be yourself when you write. Express yourself the way you would if you were walking to a neighbor.
- People are interested in people. Write about the people who are doing the work rather than the work itself.
- Avoid jargon. If you have to mention something technical, explain it so that a sixth grader could understand it.

Here are some tips for photographs to ensure that your photos have the best chance of being published.

- If possible, use a high-quality digital camera (4 megapixels or higher) to produce a print-quality photo.
- Set your camera to the highest resolution (sometimes labeled “large” or “superfine”).
- Send digital images in jpeg or tiff format. Send them as separate attachments and do not embed photos in Word documents.
- Photo resolution should be no less than 300 dpi at an image size of approximately 4 inches by 6 inches.
- Variety is important. If possible, shoot multiple photos, different angles (close up, from a distance, horizontal, vertical, etc.). More options help us choose the best photo for a particular story layout.
- Send original, unedited images. Our layout editor will crop them as needed.

- For each photo you submit, please identify all of the people in the photo from left to right, the location, a brief summary of the action taking place and, most importantly, the name of the photographer.