



# AEG NEWS

## STYLE GUIDE

Created July 2013

### ABBREVIATIONS

**Association Name** – Always use AEG instead of spelling out the full name.

**City, State** – Use the city name with the postal abbreviation unless it is in the name of a title of a presentation. *Example:* Seattle, WA

**United States** – Always abbreviate and always use periods: U.S.

**Academic/Professional Titles** – Do not use periods. *Example:* PhD, PE, etc. It is AEG's policy to print only two academic/professional titles.

**Courtesy Titles**– As the *AEG NEWS* is a relatively informal publication, we do not use formal prefixes such as Mr., Ms., etc.

**Anagrams** – Unless they are extremely well-known (i.e., USGS, FEMA), please spell out the full name with the first usage, then include the anagram within parenthesis immediately following. Use the anagram in all instances after that.

### CONTENT/TEXT

#### In General:

**Titles of Articles** – Please keep them short when possible as headlines take up a lot of physical space on the page.

**Bylines** – ALWAYS include a byline and any appropriate AEG title (board position/committee chair, etc.). Think about how you'd prefer your name to be used. Full name? Nickname? Middle Initial? Academic titles? Do NOT include contact or other information in the byline. If necessary, please put this at the end of the article under *Author's Information*.

**Subheadings** – Use when appropriate; they help break up long text.

**Bulleted/Numbered Text** – Please avoid unless essential as it takes up more space than running text. *AEG NEWS* is limited to a specific number of pages with each issue. If you must use them, DO NOT use the auto bullet/numbering feature in MSWord as this does not transfer into the page layout program. Please number/bullet manually, using a tab after the indicator:

1. Item

OR

• Item

**File Name** – Please name your file with a strong ID. Don't use generic file names like "June AEG NEWS article." *Example:* Treasurer's Report-June.doc, or STL Doe Run Field Trip.doc.

#### Committee/Working Group Reports

Please start with the name of the committee and a byline for the submitter, then, if desired, a headline. Example:

##### Finance Committee

*John Smith, Chair*

Projections for 2014

## THE HOMEFRONT

*continued...*

ALWAYS begin with the full name of your Section and the name(s) of submitter(s) and their title(s) within the Section. *Example:*

### **New York–Philadelphia Section**

*John Smith, Secretary, and Mary Jones, Chair*

**Subheadings** – Do not use “Section News” or “Meeting News,” as they are understood. You can use subheads like “Member News” or special heads like “Annual Meeting Update” when appropriate.

**Section Meeting Information** – Please include: date, location, agenda/program, speakers names/titles and a BRIEF description of the talk. Try to keep it to a few sentences if possible.

**Additional Homefront Topics** – Include your other Section activities such as field trips, outreach efforts, social events, and student activities as well as your Section Meetings. Try to keep each topic to a few sentences.

### **Homefront Photos**

Be creative with your photos, they don’t always have to be of a group of people listening to a speaker.

Take at least one shot with all of a meeting’s speakers grouped together as we don’t always have room to print multiple photos for every Section. Ditto for award winners, student presenters, etc.

## PHOTOS/IMAGES

### **Technical Specifications**

**Image Size** – Images should be in either jpeg or tiff format—at least 300 dpi at the size they are to be printed. The minimum print size for photos within the text is 3 5/8” wide. Minimum width for covers is 6.5”. A good rule of thumb is that the file size should be at least 1MB; bigger is always better. When in doubt, send it in for review. In general, photos taken with your phone will not be of a high enough resolution. When using your digital camera, make sure it’s on the “high quality” setting.

Please do not crop images; the layout artist will handle that during the production stage. If special cropping is required add a note to your text copy.

**Image Name** – Please RENAME your image file with an ID other than the number off your digital camera or something generic like “June AEG NEWS.” Ideally use a strong identifier. **Example:** HF-NY-P,June2013.Image 1.jpg. Please refer to the images within your text with the corresponding name so we can match them up with the captions.

**Image Captions** – Be sure to include captions at the end of your narrative text in the Word document, NOT in the body of your email. Please include the image name for easy identification. *Examples:*

HF.NY-P,June2013.Image 1.jpg: (L to R) NY–P Section Chair John Smith with May meeting speaker David Jones

HF.WA,June2013.FieldTrip1.jpg: John Smith of the USACE described the structural damage done by the recent mudslide on Whidbey Island.

**Photo Credit** – If required, please give a simple credit such as:

Photo by John Smith

OR

Photo Courtesy of USGS

If a copyright is required, please include as noted below:

©2013 John Smith, Seattle, WA

*continued...*

## PHOTOS/IMAGES Content

**In General** – Try to get in close when you’re photographing an individual or small group of people—get them to stand close together. We don’t need to see the ceiling/floor/entire room. Watch for odd things like EXIT signs, lights and framed art poking out from behind people’s heads.

It’s usually difficult to get a good shot of a speaker at a podium in a darkened room with a projected image. Go for a shot showing interaction between a speaker and attendees after the lights are brought back up. If you have multiple speakers at an event, try to get them to pose together.

Use the viewfinder in your camera to crop in close to your subjects. If you have a zoom lens, use it. Please do not crop images after you have taken them; we’ll do that in production.

When photographing people on field trips or at work in the field, you will, of course, want to include pertinent parts of the background.

*When shooting large group shots:* Group the people in tiers rather than one or two long lines. Have some kneeling in front whenever possible. Again, no need for a lot of foreground or background—unless of course it is distinctive from a geologic view.

Spend some time flipping through back issues of *AEG NEWS* and note which photos look better than others. Strive for that when you’re the photographer!