Cat-Tales writing guide

Thank you for offering to write an article for Cat-Tales. We’re looking forward to working with you, and we’re pleased to have your support and enthusiasm.

If you’re working on assignment, please take some time to go over the elements of your story with the editors before you begin work. If you’re writing a story you’ve suggested, make sure you’ve received approval in writing from the editors before you proceed. The approval process is not formal; emails usually do the trick. But it’s important to maintain good communication with the editors before you begin and as you progress.

After you’ve completed an initial draft, send it to us at our email address, cattaleseditor@gmail.com. We may have edits and we may ask you to provide additional details on one aspect of your story or another. We hope you don’t take our questions personally. The editors want you to be successful just as much as you do; we’re just trying to make your product even better.

Before you begin writing, please take a few moments to review the guidelines below. It will save all of us time if you follow them.

Format:
- Microsoft Word document (please, no PDFs)
- Calibri 11 font
- Single space, left justified
- Six-point spacing between paragraphs
- A single space after period
- No formatting (i.e., bold, italics, colored fonts)

Headline:
- Provide a working, or temporary, title for the article that’s catchy and short.
- Initial caps for the first word only (unless it’s a formal name of a person or place)
- Include your byline, one line below the title, the way you would like it to appear in the magazine.
- Photos byline should follow your byline (“By _______; Photos by _______”). Please tell us who shot the photos if you submit them.
- If you wrote the article AND took the photos, the byline should read “Story and photo(s) by ______”

Story:
Your lead, or opening paragraph, should be compelling and give an idea of the contents and tone of the article. The story should flow well, meaning it’s easy to understand and logical in the progression of one idea to another.

The story should be relevant to St. James residents. If it’s coverage of an event, it should include things such as when and where the event occurred, who sponsored it and what happened at the event. If it’s a fundraising event, we should try to find out how much was raised and to whom the money will go.

It’s very important that all facts are accurate and that all names, titles, street names, etc. are double-checked.

Stories should be no more than 500 words, but generally, they are shorter. Please check with the editors if your article needs to be longer. The editors will edit the story to conform to style guidelines. Photos may be edited, as well.
Please make sure you send us a final version that has been approved by all appropriate people. Sending multiple versions can lead to version control issues.

**Photos and Captions:**
If you submit photos, please provide information about them such as the identifications of people and/or what’s occurring in the photo. Again, be sure all names and titles are accurate.

Please rename your photos so they provide information about the photo (i.e., Jim Brown winner)

If you take your own photos, please review our Photo tips. We can provide a photographer if you need one. Please give us time to set up the appointment.