

# *Smoke Signals*

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## Copy Instructions

One of the hallmarks of a well-edited newspaper is the uniform consistency of its writing. Toward that end, here are certain editing rules that *Smoke Signals* will follow. Also, the requirements for preparing photos and submitting copy are itemized.

## Copy Requirements

- All copy should be double or 1 ½ line spaced (Exception: Copy sent by email attachment)
- Use 12-point type in New Times Roman font.
- Do not type copy in ALL-CAPS. Use all-cap words and sentences very sparingly, if at all. An exclamation point will usually do the job. Alternatively, use **bold face for emphasis**. All-caps is the written equivalent of shouting. (Exceptions: All-caps for acronyms and occasionally when you *want* to shout, such as OUCH! Or WOW!)
- Use Italics for newspaper names and book titles. Also, use Italics to give special meaning to a word.
- Do not underline words or sentences with the expectation that they will be underlined in the paper. Underlining is the copywriter's sign to use **bold face**. A wavy line is the sign to use *Italics*. When using a word processor, type in Italics or in bold when choosing these type faces. When using a typewriter, you may type or pen in one of the underlines to indicate the use of Italics and bold face.
- Indent paragraphs. (Suggestion: Write shorter paragraphs. Long ones tend to daunt the reader. Use descriptive **paragraph captions** to help the reader stay with the story.)
- Use a descriptive tag-line at the head of your story to identify it. If it's an organization or club report, put the name at the top of the page.
- You may write a headline for the story if you like, but please understand that it is subject to re-writing by the Editor for message content, clarity, space and emphasis.
- Put your name and telephone number at the bottom of your copy.

## Writing Rules

- Write out the numbers one through nine in sentences. Use Arabic numerals from 10 and up. (Exceptions: sports scores and recipe measurements.)
- Write times as 7:00 a.m., and 8:30 p.m., using the lower case for ante and post meridiem abbreviations. (Exception: The open house is scheduled from 10-12 in the morning and from 2-4 in the afternoon.)

- Use standard state abbreviations such as Ga., Ariz., Calif – not the post office abbreviations: GA, AZ or CA.
- Capitalize geographic divisions, such as the South and the Midwest but not points of the compass: such as ...turn north at Steve Tate Highway. And ...Jasper is situated west of Big Canoe.
- Capitalize a person's title when it appears before the name, but not afterward. For example: Chairman John Joiner of The Tale Spinners Club, but use lower case in a sentence such as: ...the club chairman, John Joiner, etc.
- Use the titles Mr., Mrs., and Ms. before last names if a formal reference is appropriate, not just the last name with no title. However, Big Canoe is noted for its informality and, therefore, use of first names in a story is acceptable.

### **Copy Delivery**

- Copy deadline: The first Friday of the month with the exception of September which is the second Friday.
- Deliver copy to the *Smoke Signals* community box at the Big Canoe post office.
- Mail copy to John Shivers, Managing Editor, at 11293 Big Canoe, Big Canoe, GA 30143.
- Copy may be submitted by email attachment to [smokesignews@tds.net](mailto:smokesignews@tds.net). It should be word-processed in MS Word (preferred) or MS Works documents. Please see special copy instructions for email documents. If email transmission is not an option, word-processed copy may be submitted on diskette by hand delivery to *Smoke Signals'* box at the post office. Only word-processed copy is eligible for Smoke Signals Online. [www.bigcanoehoa.org/smokesignals/](http://www.bigcanoehoa.org/smokesignals/)

### **Photos**

- First of all, please be aware that newsprint is not the best photo reproduction medium. To compensate, take pictures that are in sharp focus and that use lots of light.
- Be realistic about the number of photos that you submit. Keep the number in proportion to the importance of the event. If in doubt, however, it's okay to send more than less, but please understand that all may not be used.
- Photo suggestions:
  - Photos shot in rooms with florescent lighting turn out dark and greenish. Instead, go outside to shoot the picture if possible.
  - Use of flash outdoors will help brighten faces. In most instances a full body photo is not needed. Shots from the waist or shoulders up will do fine and tend to put more light on the subject.
  - Remember to place the focal point of your point and shoot camera on the foreground subject of the picture. To do otherwise will result in an out of focus shot.

- Try some variations in poses instead of the usual line ‘em up and shoot ‘em photos: Sports, for example: receiving trophies, swinging a golf club, a shot on the putting green, or a posed service shot on the courts.

### **Preparation of Photos**

- Using a pen other than ball point, write the tag line of your story or organization/club’s name on the back side of the photo along with a priority numbering system, such as
- 1 of 4, 2 of 4 etc., in the event there’s not enough space for all photos. If you want the photo returned, write “ return to (your name),” on the back.
- Cut lines. Next, type or print neatly what you want said about the picture, and the names (l to r) of those in the picture on a piece of paper. Then, cut out the “cut line” and scotch tape it to the bottom of the photo’s back side so that the cut line appears below the face of the picture. (Please don’t tape photos to a full sheet of paper.)
- If you’d like to give a photo credit, include a “Photo(s) by...” on one of the cut lines.

**Thanks for your time and attention to these details. It will make everybody’s job much easier, and for a better paper. Call if you have questions or suggestions.**