

Smoke Signals

Email Copy Instructions

An Explanation: In handling some 125-150 email documents every month, we find that it is easier to read and edit them on the monitor when they are single-spaced and in 12-point type. **It is helpful, therefore, if you would prepare documents to be emailed in the following way:**

- Use 12-point type
- Single space
- Don't skip a space between paragraphs
- Indent paragraphs
- Align left (Please do not Justify.)
- Times New Roman font is preferred
- Use a two or three word tagline at the top of the page.
- Include your name and phone number at the bottom of the page.
- **File Name for Copy:** Begin with the letters "SS" and the month of the paper issue in three letters followed by your initials and the tagline used in the article, e.g., SS(space)JUNJB(space)Big Fish Caught. The file name will read:
SS JUNJB Big Fish Caught
- **File Name for Columns:** Use your column name for the tag line, e.g.,
SS MARFW Copperhead's Day Hikes
- Indicate at the bottom of the page if photos are included with the article.
- **Email Subject:** Use the same file name for the subject of your email:
SS JUNJB Big Fish Caught.doc
- **For Digital Images,** use a similar subject line but end it with an IMG, e.g.:
SS JUNJB Big Fish Caught IMG.jpg

Thanks. This will help keep track of the scores of emails and their attached documents received each month.

Other ways to Help

- Give a word count at the bottom of the page. (Tools, Word Count)
- On multi-page documents, add page numbers. (Insert, page numbers, bottom, center.)
- On longer articles, you might think up paragraph headings every 3^d or 4th paragraph to break up the copy and add interest; Center-align the captions and use bold, 12-point type.

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- We will take care of the headline, but if you have an idea for one, go ahead and write it beneath the tag line. Write it in 18 to 36 point type face either left aligned or centered.