

# **Nashville Paw Magazine Writers Guidelines + Style Sheet**

*Below are some general guidelines and style tips to use when submitting articles to Nashville Paw Magazine. These guidelines should help the magazine look consistent and professional as a whole, and also helps for purposes of clarity and with design issues. Thanks!*

## **Editorial Tone:**

As you will notice, *Nashville Paw's* editorial takes a creative nonfiction approach to writing rather than a news journalism tone. Our features feel conversational and familiar, weaving factual information with story and senses to engage the reader as you might a friend. Please see our sample article, "Restoring America's Treasures" as an example of this type of writing. We appreciate humor when appropriate and a personal element when interviewing sources and sharing information with our readers. That said, we still expect all articles to be fact-checked and well researched! ☺

## **Formatting and Styling:**

- Please format text in 10pt. Arial font.
- Use ONLY ONE space between sentences rather than two (saves room). Use single spaced lines.
- Do not indent paragraphs; instead, insert a full space between paragraphs and keep them left justified as shown below:

This is a paragraph for Nashville Paw. This is a paragraph for Nashville Paw. This is a paragraph for Nashville Paw. This is a paragraph for Nashville Paw. This is a paragraph for Nashville Paw.

This is another paragraph for Nashville Paw. This is another and so on and so on.

- Please do not refer to people who have pets as "owners". Language truly affects how people think, and too many people tend to view animals as "property" that they "own". Using "pet guardian" helps steer the mindset toward, "We don't *own* our pets... we are their caretakers and family."
- On your first reference to a business and/or individual, use full names and the city or suburb in which they are located, along with any acronym for the name of the business: *Jane Doe, the Adoption Coordinator at Animal Sanctuary of Nashville (ASN), says, "Pet adoptions are up this year."* Additional references to the same business and/or individual can be abbreviated: *Doe claims that ASN adopts out over 400 pets per year.*
- If you're interviewing an individual that is not affiliated with any particular business, please cite the city or suburb where he/she lives in order to avoid any cases of mistaken identity: *Joe Schmo of Hermitage...*
- Spell "website" just like that- one word with a small "w", and use "email" and "internet" the same way
- Format websites like this: *nashvillepaw.com* (do not use "http" or "www" and please use all lowercase)
- Format phone numbers like this: (615) 228-3800.
- Any animal breeds should be capitalized as proper names: German Shepherd, Golden Retriever. Please only capitalize proper breed names; ie, American Pit Bull Terrier is capitalized, while "pit bull" is not.
- Use gender pronouns when referring to animals (her, him, she, he) rather than "it".
- Do not use serial commas (i.e., do not put a comma before the word "and" in a list). For example, instead of *this, that, and those* please write it as *this, that and those*.

## **Please include the following at the TOP LEFT of your article:**

- Your name, address, phone & email, word count and proposed title/subtitle

## **Please include the following at the END of your article:**

- A *brief* bio to be listed with your byline (one or two lines)
- Photos/captions, if any. Sometimes we will arrange a photo shoot or use stock imagery, while other times you may get 300dpi hi-res photos from your source. If you will be submitting photos, please let us know ahead of time.
- Any sidebar / call out feature you'd like to include