

Got a story to tell? An interesting photograph to share? It is easy to submit an article or photographs. Just email the article or photos to Matt Trott at matthew_trott@fws.gov.

If you can write something, here are some guidelines that will give you the best chance of seeing your work in print:

- Keep the articles short, 400-700 words in most cases. (If it is longer, contact us first so we can find room.)
- Write in a breezy, conversational style. Use active verbs. For example, write “biologists restored the wetlands,” rather than “the wetlands were restored by biologists.”
- Be yourself when you write. Express yourself the way you would if you were talking to a neighbor.
- People are interested in people. Write about the people who are doing the work rather than the work itself.
- Avoid jargon. If you have to mention something technical, explain it so a sixth grader could understand it.
- Cite examples. If you have a wonderful program, go into detail about a particular project as an example of that program. It is often good to begin a story with an example, then talk about the program as a whole.
- Humorous stories are welcome.
- We know there are creative types in the Service. We would love to feature some of your essays, poetry or other nature-related creative writing in the News.
- Maybe one of your co-workers is doing wonderful things for the Service. Nominate them, telling us why they should be in the News. We will interview them and maybe write a story about them.
- Another story idea: We spend a lot of time trying to figure out how to connect younger generations with nature. We were all younger once, so what got you interested in nature, conservation work or the Service?
- Make sure articles about your official duties have been approved by your supervisor. Share a copy with your Regional External Affairs office.

When you submit an article to *Fish & Wildlife News*, sending a good photograph with your story will greatly enhance your chance of having it published. Easy-to-understand charts or other kinds of graphics that illustrate the story also are helpful. Here are some tips for photographers:

- Go for action photos, and try to avoid shots of people shaking hands and smiling at ceremonies (so-called grip-and-grin shots) or of a speaker behind a podium. For example, if your story is about wetland restoration, you might send a photograph of Service employees in hip-waders restoring a wetland.
- Make sure the photograph is clear enough, with enough lighting, to reproduce well.
- Watch out for shadows. A shadow from the bill of a cap can obscure a person’s face, especially when the photograph is reproduced.

- When you send in your photos you will not know what size they will be in the newsletter, but our designer advises that to be on the safe side photos should have a resolution of 300 dpi when they're 30 picas (2 newsletter columns or about 5 1/4 inches) wide.
 - Do NOT try to touch the photos up or manipulate them. Also, avoid sending images downloaded from the World Wide Web, as they are generally low resolution, and will not reproduce well.
 - Send photos as separate jpg or tiff attachments.
 - In the e-mail message, identify all the people in the photograph from left to right, including their titles and duty stations. Be sure to identify who took the photograph.
 - We would also love to feature some of your drawings or other nature-related art in the News.
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Story Template for Fish & Wildlife News

Headline

Sub Hed

Story body

Feature stories should be 700-1000 words. (Service Spotlight is longer 1500-3000 words.)

Stories for News should be 200-600 words.

Stories for Around the Region should be 250 words.

Stories for Our People should be 250 words.

Byline: Name, Office, Division or project they work in, descriptor Region title

Ex. Matt Trott, External Affairs, Washington Office