

Thank you for your interest in contributing to the Calaveras Humane Society's newsletter. Your contribution is extremely important. Our newsletter helps to increase the visibility of our organization and what we do. It also helps our supporters feel connected to the efforts of the CHS and its volunteers.

The following are some guidelines and tips to consider as you prepare your article.

1. **Limit your article to no more than 500 words.** There is limited space in our newsletter. Articles longer than 500 words must be edited and reworked. If your article is extremely long, we may return it to you for editing or it may not appear in the newsletter. **All articles are subject to editing.**
2. **Use quotes and statistics.** If you are telling a story and use someone else's opinions or perspectives, quote them. If there are compelling facts or statistics, use them.
3. **Submit your article on time.** All articles are reviewed, edited, proof-read by several people, sent to the printer for initial layout and proof-read again before printing. If your article is not submitted in a timely manner, it may not run.
4. **Consider a photo to accompany your article.** Photos draw attention to your story and make the entire newsletter more visually interesting. If the photo is high resolution, the subject is clear and there is space in the newsletter, we will try to include it.
5. **Have fun with your headline.** Make sure it draws interest to the story. It may be changed, but try to give your initial headline some pizzazz.
6. **Don't bury the lead** (see below).
7. **Don't be offended if your article is edited or photo isn't used.** The CHS volunteers who work on the newsletter make changes to simplify and clarify information. We also have to work within deadlines and space limitations.

#### WRITING TIPS:

- Ask yourself why the story is important to the CHS and its supporters. Why should anyone care? What is the point of the story? The point of the story should be reflected in the first few sentences of your story. It's called "the lead." If the lead is somewhere in the middle of the story, you've "buried the lead."
- Keep in mind when the newsletter will run. You may need to be specific about dates or be general enough that dates aren't relevant. For example: don't say "this weekend" when the story isn't scheduled to run for another six weeks.
- When mentioning people, use first and last names, titles and, when appropriate, places of business. For example, if you are talking about a veterinarian who is helping the CHS, do NOT write:  
**We brought Spot to Dr. Smith for treatment.**  
Instead write:  
**We brought Spot to Dr. John Smith at Animal Care Clinic in Townsville for treatment.**
- Use the proper names of places, businesses and locations. For example, do NOT write:  
**The adoption center in the Arnold shopping center...**  
Instead write:  
**The Adoption Center at the CHS Thrift Store located in the Meadowmont Shopping Center in Arnold...**
- Define uncommon terms. If you are talking about something that most people wouldn't know, define it. For example, medical conditions.