

Hints and Tips for Getting Published in the CAP NEWS

✦ Submission procedures

- E-mail is the preferred method of submission. E-mail should only be sent to "cap-news@capnhq.gov" when submitting a story. PAO's should not send stories directly to any particular individual at CAP national Headquarters. Rather than attaching the story to the e-mail, send the story in the body of the e-mail. The subject line of the e-mail should include the Unit Name, wing, and a brief description (e.g., "Columbia Comp SQ (SC): Senior member honored for ed contribution").

- If the PAO does not have e-mail capability, then submissions should be mailed to CAP NEWS, 105 South Hansel St., Maxwell AFB, AL 36112-6332. The PAO should provide both a diskette with the story as well as a printed copy of the story.

- The submission should always include contact information for the PAO submitting the story. Contact information includes at least the name of the PAO, the unit and wing, and the PAO's e-mail address.

✦ Digital Images and Photos

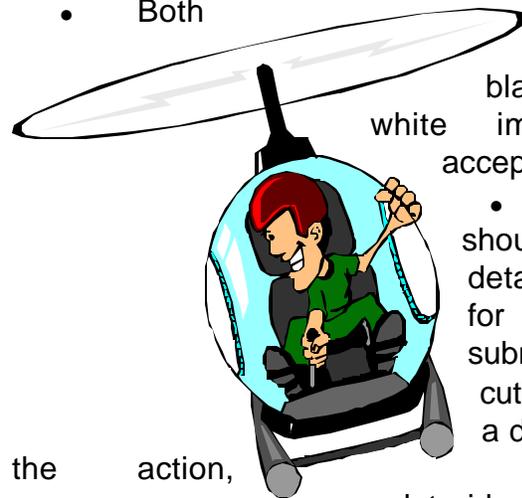
- The preferred format for digital images is .jpg or .tif. Minimum scan resolution is 203 dpi.



Images scanned at larger resolution do not reproduce well. Minimum pixel resolution is 1280 x 960.

- Digital images should be sent as an attachment to an e-mail.

- Both



color and black and white images are accepted.

- The PAO should provide a detailed cutline for each photo submitted. the cutline includes a description of

the action,

complete identities for the individuals in the photo, and a photo credit for the individual who took the photo. If the photo is of a large group, then the name of the group can be identified rather than the names of individual.

✦ Writing Tips

- Keep the story short and simple.
- Provide complete names, ranks, and unit names in the story. When providing rank, make sure to use the AP (Associated Press) style of abbreviation and not the standard CAP style of abbreviation.

- Make sure the date of the event is included in the story.

- Stories submitted more than 45 days after the event will not be published.

- Every story should have a "byline" that includes at least the name, unit, and wing of the person submitting the story. Rank and unit posi-

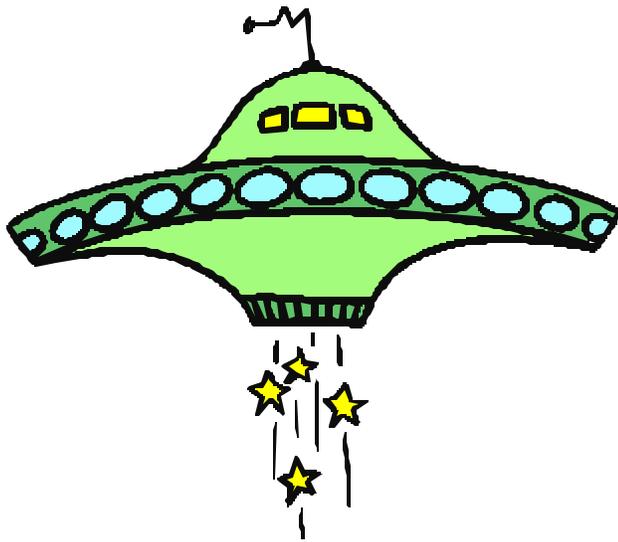
tion are also acceptable in a byline.

✳ **Never dos!**

- Never use ALL CAPS.
- Never submit via fax.
- Never send photos as bmps or gifs.
- Never send in more than five (5) photos.

Choose the two or three best photos and submit those.

- Never send in just a change or fix to a story. Correct the story and resubmit the entire story. In the subject line of the e-mail, indicate that this is a correction to the story originally submitted.



- Never send more than one story per e-mail.

✳ **Feature Stories**

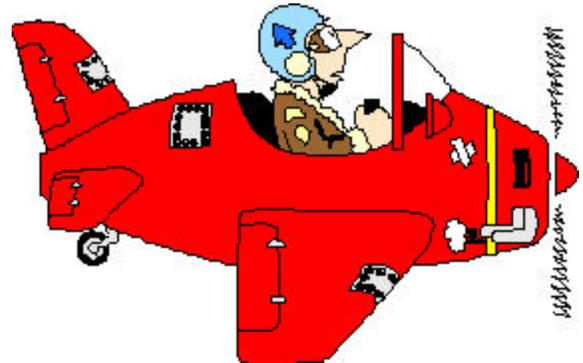
PAOs should contact Jim Tynan one or two months ahead of any submission of a feature story so that it can be coordinated. The amount of space for feature stories is limited, and those who coordinate are more likely to get stories pub-



lished.

✳ **Approval of Wing PAO**

It is not necessary to get the Wing PAO's approval for stories submitted to CAP NEWS.



Any PAO wishing assistance in editing a story is invited to send a copy to the Wing PAO. Please send a copy of your e-mail to the Wing PAO so we can keep a record of what is submitted, but prior approval is not required.

✳ **Points of Contact**

• **MDWG/PA**

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*Write stories for CAP NEWS.
You don't have anything to
lose and everything to gain!*