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***Wisconsin Woodlands***

***Writers Guidelines***

***About Wisconsin Woodlands magazine***

*Wisconsin Woodlands* is the magazine produced by the Wisconsin Woodland Owners Association for more than 1,800 WWOA members. Additional copies are provided to DNR foresters and state legislators.

The Wisconsin Woodland Owners Association Inc. was established in 1979 to encourage sustainable use and management of the woodlands, and all related resources in Wisconsin. WWOA is dedicated to serve the interests of woodland owners, develop public appreciation for the value of Wisconsin woodlands, and the importance of woodlands in the economy and overall welfare of Wisconsin. WWOA is also dedicated to the education of woodland owners with a perspective on the future and a strong commitment to sustainable forest management. WWOA’s mission is to ensure that future generations will be able to enjoy the beauty and utility of the woodlands.

WWOA members are primarily Wisconsin residents, although about 13 percent of the members reside in other states but own woodlands in Wisconsin. WWOA is an association of volunteers, with its strength in the networking and sharing of knowledge and experiences among the members.

***Publication schedule***

*Wisconsin Woodlands* is published quarterly and produced by the WWOA Publications Committee, which reviews all articles. Submit queries and articles to WWOA Publications Committee Chair, Ed Moberg, 2300 County Highway G, Nekoosa, WI 54457, or email them to *hemtrees@charter.net*. The Publications Committee meets three times a year to review articles.

Committee deadlines for review of articles include:

* November 7 – Spring issue
* February 7 — Summer issue
* May 7 — Fall & Winter issue

Please note that accepted articles may be assigned to any issue depending on available space and topic.

We prefer articles be sent via email and as a Microsoft Word attachment. If you do not have Microsoft Word, please cut and paste the document into the body of your email. Articles and letters to the editor may be edited for clarity, grammar, AP Style and length to fit space available. Stories are sent to contributors for approval prior to publication, except when only minimal changes are made.

WWOA does not pay for stories. However, we like to profile our contributors with a short bio and their photo. When submitting an article, please include a high-resolution photo of yourself (head and shoulders only, at 300 dpi), as well as one or two sentences about yourself. WWOA members should include the number of years they have been members and which county their woodland is located.

For a sample copy of *Wisconsin Woodlands,* contact WWOA, Box 285, Stevens Point, WI 54481 or email [*wwoa@uwsp.edu*](mailto:wwoa@uwsp.edu)*.*

***Types of articles sought***

*Wisconsin Woodlands* is specifically looking for practical articles providing hands-on advice woodland owners can use on their land. Photos and diagrams (will be converted to black & white) that will aid the reader in understanding the article are welcomed. The magazine is also looking for members willing to share their woodland experiences.

Possible topics for articles include good land stewardship (forests, water, wildlife, etc.) and current forest management issues that affect members and their woodlands. For example, the magazine features articles on Wisconsin trees and vegetation, forest diseases, state and federal forest assistance programs available to private woodland owners, Wisconsin Department of Natural Resources programs and personnel, logging and forest history, wildlife management, tree planting, pruning and thinning procedures, prairies, and safe harvesting procedures, among other topics.

Regular departments included in each issue are Letters, President's Message, Sharing Experiences, Share the Passion … For Your Woodlands and Chapter News.

***Guidelines for photos and graphics***

There’s a big (and sometimes surprising) difference between photographs that look good in your hand or on your computer screen, and photographs that are properly exposed, have enough detail, and are sharp enough to deliver a message in *Wisconsin Woodlands.* Here are a few things to consider before submitting your photos:

**DIGITAL PHOTOS**

*What To Do:*

1. Make sure your camera is set on “high quality” when you take photos for publication.
2. Stay in the RGB color mode, which is the default setting for almost every digital camera.
3. Send the original photo saved as a photo file in PSD, TIFF or high-quality JPEG formats. Avoid any “low-quality” settings.
4. When emailing photo files, send no more than three or four high-resolution photos attached to each email. Or, if you prefer, share the photos with the editor or publications committee chair via Dropbox, Google Drive, or other sharing sites.
5. Include caption information for each photo, as well as the name of the person who took each photo.
6. If you did not take the photos yourself, include a statement of permission to publish from the copyright holder.
7. Include your name and contact information (email and phone) so the editor can reach you with questions.

*What Not To Do:*

1. Don’t change, enhance or crop the original photo it in any way – please just send the original.
2. Don’t use the “time and date” feature on your camera. It’s time-consuming and sometimes impossible for us to remove those numbers from the photo without degrading your image.
3. Don’t save JPEG files at high compression. The higher the degree of compression, the more chance for JPEG artifacts and jagged images, resulting in lower image quality.
4. Don’t embed your photo files in a Word file, PDF file or any other kind of file. It’s often difficult or impossible for us to extract a useful image from these files.

If submitting digital photos, they need to be **at least 300 dpi** at roughly the size they will be reproduced, to ensure clarity in reproduction. For example, a common photo size in the magazine is 4.5 x 3.25 inches in size, so the proper resolution for the typical photo would be **300 dpi at 4.5 x 3.25 inches.** Again, when in doubt, set your camera to the highest resolution when shooting photographs for submission. If you’re not sure about your photos quality, send it to the editor at [barbara.a.benish@gmail.com](mailto:Barbara.a.benish@gmail.com) and she’ll look at it and let you know if it will reproduce OK in the magazine.

***Style Guidelines***

*Wisconsin Woodlands* follows Associated Press style. The following are some words that give many writers problems:

**Acronyms:** Write out the word and then put its acronym in parentheses, only when the acronym is used again in the story. For example: the Good Neighbor Authority (GNA) … the GNA

**bird species:** Generally lowercase (robin, wren, scarlet tanager, etc.)

**book titles**: Put quotation marks around the names of all books except the Bible and other holy books, and books that are primarily catalogs of reference materials. (Encyclopedia Britannica, “Gone With the Wind”)

**chain saw:** Two words

**county:** Uppercase Winnebago County, Outagamie County, La Crosse County. But lowercase when there are more than two: Winnebago and Outagamie counties

**email:** Italicize (*wwoa@uwsp.edu*)

**emerald ash borer**: Lower case

**gypsy moth:** lower case:

**hardworking:** One word, not hyphenated (hardworking person)

**life cycle:** Two words

**magazine names:** Italicize names and **c**apitalize the initial letters of the name, but do not place it in quotes. Lowercase magazine unless it is part of the publication’s formal title: *Wisconsin Woodlands* magazine, *Harper’s Magazine*

**man-made:** Hyphenated

**months:** When a month is used with a specific date, abbreviate only Jan., Feb. Aug., Sept. Oct., Nov. and Dec. Spell out when using alone or with a year alone.

**newspaper names:** Italicize. Capitalize the in a newspaper’s name if that is the way the publication prefers to be known. Do not place name in quotes. (*The Northwestern, the Milwaukee Journal Sentinel*)

**telephone numbers:** 920-235-0972, 715-346-4798

**titles:** In general, confine capitalization to formal titles used directly before an individual’s name. (Executive Director Nancy Bozek) Lowercase and spell out titles when they are not used with the individual’s name. (The executive director said…) Titles used after names should also be lowercased (Nancy Bozek, executive director, said…)

**tree names:** In most cases, lowercase (balsam fir, maple, oak, aspen, etc.) Exception: Fraser fir since it is named after the botanist John Fraser.

**websites**: *Italicize*

**Wisconsin DNR:** Write out in first reference; WI DNR in subsequent references

**WWOA Board of Directors:** Wisconsin Woodland Owners Association Board of Directors. Second reference: Board

*Updated: 3-27-18*