

## **MOM Magazine Writer's guidelines**

- major story: No more than 500 words main body
- pull-outs: 25-50 words (i.e. top five list, stats, quick info, material list, recipes)
- Target working and stay-at-home moms with children from newborn to 12 years old.
- Tone of voice is friendly, humorous, approachable and interactive.
- written from mom's point of view, including personal experiences and reactions
- Use interviews or statistics from experts to establish credibility when possible.
- Provide at least three headline/subhead options.
- writer's byline: name, number and age of children, town live/work in
- include "in-the-moment" photos of writer and/or story subject, avoid posed studio portraits
- info for photo caption with names, ages and location
- Deliver text via email with story in MS Word, along with writer's release.
- font = Arial, 11, no italics, bold sub-heads only, underline book or movie titles only
- hi-res photos (jpg or tif) minimum 300 dpi at 5x7, along with photo release

A/P Guidelines - If in doubt about usage, consult A/P Guidelines. Some common errors to keep in mind:

- Single space after a period.
- Never use all caps, unless referencing MOM Magazine.
- Only capitalize proper nouns. Do not capitalize mom, dad, spring, summer, family, children or kids.
- If you find the need for parenthesis, rewrite the sentence.
- Only use quotation marks when quoting a statement. Do not use it to give significance to a particular word.
- Avoid excessive punctuation, especially exclamation marks. Try not to use more than one in a paragraph. Never use more than one in a sentence.
- Time usage = from 9 a.m. to 4:30 p.m. or from 9 to 11 a.m.
- Do not use a comma on the last item in a list = one, two and three items.

**Document name:** EUG\_AprMay 2010\_FamilyFishing

**Document info:** Page header info to read as follows on every document

MOM Magazine, Apr/May 2011  
Eugene region  
497 words

**Byline:** Rhonda Smith is mom to Sally, six and Bobby, two. She lives in Eugene with her husband Harold and is active on the city council.

**Photo file name:** Smith\_fishing.jpg

**Photo caption:** Rhonda Smith and her family love to water ski and drop a line at White Pass.

Headline 1

Headline 2

Headline 3

Body of text = 500 words or less