

Submission Guidelines for:



NEWSWAVE is a quarterly newsletter from the Interior Department featuring ocean, coastal and Great Lakes activities across the Bureaus. **NEWSWAVE** reports on new Interior initiatives, exciting science discoveries, relevant meetings, conferences and events, policy updates, and web pages that host in-depth information on a wide range of ocean, coastal and Great Lakes topics.

Who does it reach?

NEWSWAVE reaches a broad range of subscribers including Interior employees across all the Bureaus, industry representatives, non-governmental organizations, media and the general public.

What does NEWSWAVE feature?

NEWSWAVE seeks to promote news stories that demonstrate the breadth of Interior’s ocean, coastal and Great Lakes activities across the Bureaus. We showcase the many ways Interior works to manage and conserve natural resources, advance science and technology, and preserve cultural treasures in and around ocean, coastal and Great Lakes environments. We welcome imagery that captures the diversity of Interior’s stewardship responsibilities.

Please consider contributing news stories and images that highlight:

- Work with Federal agencies, Tribes, regional partnership organizations, and educators,
- Informational exchange activities such as participating in conferences (organizing, planning, speaking and presenting, leading field trips).
- Support of regional alliances and community-level events,
- Science and resource management news including new discoveries, developments, technologies or methods that demonstrate how Interior is working to improve understanding and address resource issues,
- Significant staff accomplishments, recognition and awards,
- Interior’s actions implementing the National Ocean Policy.

Ideally, all articles should have imagery, either photos or graphics and captions that complement the story. Please consult previous **NEWSWAVE** issues for ideas and materials suitable for submitting.

<http://www.doi.gov/pmb/ocean/news/Newswave/index.cfm>

How can I contribute to Newswave?

NEWSWAVE is loosely organized into several ‘sections’. Contributions should fit into one of these categories:

1. **Cover article**—significant news/findings that highlight Interior leadership and initiatives pertaining to Interior’s Ocean Role and the National Ocean Policy,
2. **News from the Regions**—regionally significant happenings,
3. **Science News**—short synopses of findings, publications and significant field activities,
4. **News Releases,**
5. **Features**—Special in-depth article or themed-set of articles. [As editor, I often will look for a theme where I can show Bureau crossover on an issue or topic that is covered in several articles],
6. **Staff accomplishments, awards, events, and community news**—stories where Interior staff, facilities or resources are a key news item or component to the story,
7. **Surfing Bison**—short bulleted text that uses images to highlight topics and direct readers to web resources for more in-depth resources. [As editor, I often use the Surfing Bison to expand on featured topics and themes covered in the same issue].

There are several types of content you can submit:

- Previously approved or recycled articles from published newsletters or web outlets.
- News Releases or other new information from an Interior Department outlet.
- Annotated highlight approved for public audience.
- New non-interpretive feature, briefing, event report, web page article or image that has gone through Bureau-level approval process.

Contact: Ann Tihansky, *NEWSWAVE* Editor, Interior’s Ocean, Coasts and Great Lakes Activities Team, to discuss story ideas, scope, length, imagery and deadline.
Email: ann_tihansky@ios.doi.gov and tihansky@usgs.gov,
Tel: 202-208-3342, 813-727-0841

Some guiding principles, tips and considerations for text and images:

1. Text:

Article draft text should include title, author, text and image captions in one Word file without any fancy formatting (see Newswave article template). If article is not original or is an excerpt, cite source and link to original if possible. Do NOT copy and paste text from a web page. Use a naming convention for filenames to help keep them together in a folder. For example, a text file named: *Dolphinfun.doc* will have image files named *Dolphinfun-image1.jpg*, *Dolphinfun-image2.jpg*. Filenames for captions in the .doc file should correspond to the image filenames. (see Newswave submission template).

1. *NEWSWAVE* has a broad public audience, write for bright, interested 8th graders.
2. Write in the inverted V style with important points up front. The answers to the questions “What?” and “So what?” should be the lead. These are not scientific papers. The important stuff; major concepts and points should be at the beginning. They can be repeated at/near the end if that fits the article’s structure.
3. Avoid or explain technical terms, especially for scientific and technical articles.
4. Spell out all acronyms on first use, i.e. “U.S. Geological Survey (USGS)”
5. Avoid absolutes such as “first,” “best,” “only,” etc.—unless they have been fact-checked and verified.
6. Help the layout editor identify figure placement by including ALL CAPS callouts in text (i.e., [FIGURE 1, NEAR HERE]).
7. If desired, add more instructions for layout consideration in ALL CAPS. For example, beside a caption -- “THIS IMAGE COULD BE DELETED IF IT WOULD HELP LAYOUT”. Try to keep such instructions to a minimum. Do NOT use Word ‘comment bubbles’.
8. Full web links should be provided and tested.
9. If there are substantive edits, authors will be able to review and approve the changes. Please provide author contact information (Name, telephone number, email) when submitting.

2. Images:

1. Submit images as separate files, not embedded in word document. Images should be clear and easy to read at print publication size.
2. Submit photographs or raster images in Photoshop, JPEG, or TIFF file formats; Use 300 dpi resolution for a photo 4 or 5 inches across.

3. Use Adobe Illustrator for illustrations such as maps or schematics, use text labels.
4. Images need to be legible in both color and black and white.
5. Write captions that are concise yet informative and relevant to article. Include in the Word text file with image filenames.
6. Explain all abbreviations on an image in the caption (which is included in the Word text file).
7. Identify all recognizable people in the caption with their locations in the image. Include affiliations and titles (if appropriate) (For example: left to right, name 1, USFWS; name 2, USGS-Director;)
8. Provide photo credit either with name or agency (as appropriate) with the caption.

ARTICLE SUBMISSION TEMPLATE

[Title: BLM Programs Enrich Youth with Coastal Experiences]

[Source: Excerpted from:

http://www.blm.gov/ca/st/en/info/newsbytes/2011/488extra_arcata_youth.html]

[Author Byline: By Ryan Sloan]

[Body text: The Bureau of Land Management’s (BLM) Arcata Field Office has been sharing Northern California’s unique coastal environments with students and teaching them a bit about stewardship too. In July 2011, more than 900 area elementary school students participated in the annual Ocean Day restoration and aerial art project. The BLM Arcata Field Office partnered with the California Coastal Conservancy and Friends of the Dunes for the project in which students pick up trash and pull invasive beach grass before forming an aerial art image with a conservation message. Prior to the beach day, Friends of the Dunes staff members visited all the schools to inform the pupils that their neighborhoods are connected to the beaches and oceans through storm drains. They addressed the importance of recycling and litter reduction so that neighborhood trash does not end up on the coast. The Ocean Day event takes place at the Mike Thompson Wildlife Area, South Spit Cooperative Management Area overseen by the BLM, Humboldt County and the California Department of Fish and Game.

In addition, the office hosted students in a Youth to Youth project where older students helped explain the unique environments of California Coastal National Monument’s tidal pools to younger ones. For many of the students, it was their first time experiencing a tide pool.]

[Photo captions and credits-note article filename is: BLM-Youth Photo captions:

BLM-Youth1- Student work teams remove invasive beach grasses and clean up trash at the Mike Thompson Wildlife Area in Humboldt County, California. Photo credit: Jeff Fontana, BLM Northern California District

BLM-Youth2- More than 900 students gained coastal experience during the annual Ocean Day restoration. Photo credit: Jeff Fontana, BLM Northern California District

BLM-Youth3- The students created a conservation image that was captured in an aerial image. Photo credit: Gary Todoroff]