

Submission Guidelines for:



NEWSWAVE is a quarterly newsletter featuring DOI’s blue portfolio; the work we do to bolster our stewardship of ocean, Great Lakes, and coastal activities across the Bureaus. **NEWSWAVE** reports on DOI initiatives, exciting science discoveries, relevant conferences and events, policy updates, publications, and multimedia providing a one-stop shop for information on a wide range of ocean, Great Lakes, and coastal topics.

Who does it reach?

NEWSWAVE reaches over 2,000 subscribers that represent a broad range of interests and responsibilities for ocean, Great Lakes, and coastal resources. These include: DOI employees across all the Bureaus, partners, other Federal, Tribal, State, and local government officials, industry representatives, non-governmental organizations, media, and the general public. It is posted on the web and promoted through DOI’s Ocean, Great Lakes, and Coasts Facebook page.

What does NEWSWAVE feature?

NEWSWAVE promotes news stories that demonstrate the breadth of DOI’s ocean, Great Lakes, and coastal activities from across the Bureaus.

We showcase the many ways DOI works to address stewardship of, in and around ocean, Great Lakes, and coastal environments.

NEWSWAVE highlights how we work in diverse partnerships to enhance management in conserving natural resources, and how we advance science and technology to inform and support smart decision-making. We also shine a light on our historical and cultural treasures with stories about how we care for and preserve them. We welcome imagery that captures the diversity of Interior’s stewardship responsibilities.

Please contribute news stories and images that highlight DOI actions:

- Accomplishments related to priorities such as climate change, clean energy, environmental justice, and related work with other Federal agencies, Tribes, regional partnership organizations and educators to address them.
- Science and resource management news like new discoveries, technologies, and tools that demonstrate how DOI improves understanding that informs sustainable natural resource use and management,
- New publications, webpages, multimedia, and other conceptual visual products that engage the public and raise awareness,
- Support of regional alliances, community-level events, and informational exchange,
- Significant staff accomplishments, recognition, and awards,

ARTICLE TEMPLATE example: (Detailed guidance for submission follows below)

[**Word count:** 215]

[**Images:**2]

[**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, BLM]

[**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.]

[**Images format:** Filename, caption, credits]

Filename: BLM-Youth1

Caption: 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

Content submissions to NEWSWAVE:

NEWSWAVE is loosely organized into several types. Contributions should fit into one or more of these categories. All submission should include an image.

1. **Cover article**—significant news/findings that highlight DOI leadership and initiatives pertaining to DOI blue portfolio and related accomplishments,
2. **News Releases**
3. **Social Media**—Specific campaigns or highlights
4. **News from the Regions**—regionally significant happenings,
5. **Science News**—short synopses of findings, discoveries, publications and significant field activities,
6. **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 covered in several articles],
7. **Staff accomplishments, awards, events, and community news**—stories where DOI staff, facilities or resources are a key news item or component to the story,
8. **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 highlight on-line resources to expand on featured topics and themes covered in the same issue].

Suitable content:

- NEWSWAVE is NOT for unpublished news.
- Submit previously approved or recycled articles from published newsletters or web outlets.
- News Releases or other new information from a DOI 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.

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

1. Text:

Use Word documents for text, attached in an email.

Submit to: tihansky@usgs.gov

Article draft text should include word count and number of images, title, author, text and image captions in one Word file without any fancy formatting. Please follow the *NEWSWAVE* article template provided in

these guidelines. 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 examples in NEWSWAVE article 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, do not use hyperlinks.
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. 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>
2. Submit images as separate files, not embedded in word document. Images should be clear and easy to read at print publication size.

3. Submit photographs or raster images in Photoshop, JPEG, or TIFF file formats; Use 300 dpi resolution for a photo 4 or 5 inches across.
4. Use Adobe Illustrator for illustrations such as maps or schematics, use text labels. Powerpoint slides are generally too low resolution to use or need new explanatory text. Please reach out for feedback.
5. Images need to be legible in both color and black and white.
6. Write captions that are concise yet informative and relevant to article. Include in the Word text file with image filenames.
7. Explain all abbreviations on an image in the caption (which is included in the Word text file).
8. 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)
9. Provide photo credit either with name or agency (as appropriate) with the caption.

Be creative and please reach out if you have questions or ideas for NEWSWAVE.

Contact: Ann Tihansky, NEWSWAVE Editor, Interior’s Ocean, Coasts and Great Lakes Activities Team, to discuss story ideas, scope, length, imagery and deadline.
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