



Submission Guidelines

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**The Shilo Stag
Community Centre
CFB Shilo**

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Shilo Stag Style Guide

Every newspaper has a set guideline that they use for text, font, headlines, etc. The Shilo Stag is no exception. Along with a style that is unique to the Shilo Stag, we also abide by the *Canadian Press Style Guide* and *Canadian Press Caps and Spelling*. These two publications are adhered to by virtually all newspapers in Canada.

There are, however, exceptions to these rules set out by the CP. Because our publication caters to a military community, there are certain abbreviations and 'Common Knowledge' lingo that are familiar and acceptable to use.

Here are a few general rules about abbreviations, 'Common Knowledge' and good article writing:

1. If **you** don't know what it means, chances are most of your audience won't either.
2. If it is specific to an organization, write it out the first time, abbreviate all times after that.
 - a. I.e.: The Military Family National Advisory Board (MFNAM) held its annual meeting at CFB Shilo in May. The MFNAB was convened in 1999 to address needs of military members and their families.
3. Attached is a list (Annex A) of proper abbreviations for the Shilo Stag. Those that appear in bold do not need to be spelled out on first reference.
4. Keep in mind that family members and citizens outside of the community read the Stag. Try to make your submission as reader-friendly as possible.
5. Don't make personal jokes within a story that only those in attendance of the particular event will understand. This automatically excludes your readership and isolates them from the story.
6. Use description to convey the emotion of the event to the reader.
 - a. I.e.: If a writer wanted to convey that everyone had fun at the event, describe the fun aspects. Don't tell your reader what to think.

What not to write: A good time was had by all.

Instead, try: Troops eagerly anticipated the week-long Adventure Training exercise that would include fishing, horseback riding and canoeing.

Shilo Stag Technical Requirements

Stories

1. Please submit as a MS Word document. *Do not embed photos into your Word doc*
2. Only one space between period and next sentence, not two.
3. Please include name and unit of author.

Photos

1. If scanning and sending photos, please scan at 300 dpi - no less!
2. Please submit digital photos without altering size/resolution.
3. Please include name and unit of photographer when possible.
4. Photos should be sent as JPEGs only.
5. Do not embed photos into Word, or any other type documents. They are unusable once extracted.
6. Try to avoid 'Grip & Grins' and Group shots. This is the world we live in, but try and avoid shooting these types of photos when there is obvious action involved with the story.
7. Keep your shots tightly cropped and get close to the action. Try to fill the frame with your shot.

Annex A

Acronyms

1 RCHA - First Regiment, Royal Canadian Horse Artillery
2 IC - Second in command
2 Lt - Second Lieutenant
2 PPCLI - Second Battalion, Princess Patricia's Canadian Light Infantry * Also referred to as- The Pats, Patricia's, Picklies, 2VP. Should only be referred to as 2PPCLI or Second Battalion, Princess Patricia's Canadian Light Infantry in print.
731 Sig Sqd - 731 Signals Squadron
AD - Air Defence
ASG - Area Support Group
ASU - Area Support Unit
BC - Battery Commander
BCE - Base Construction Engineer
BComd - Base Commander
Bdr - Bombardier, equivalent to Corporal
BGen - Brigadier General
BHQ - Base Headquarters
BSM - Base Sergeant Major or Battery Sergeant Major
Bty - Battery
Capt - Captain
CADPAT - Canadian Disruptive Pattern (uniforms)
CDS - Chief of Defence Staff
CF - Canadian Forces
CFB - Canadian Forces Base
CFB/ASU Shilo - Canadian Forces Base/Area Support Unit Shilo
CFPSA - Canadian Forces Personnel Support Agency
CMBG - Canadian Mechanized Brigade Group
CO - Commanding Officer
Col - Colonel
COS - Chief of Staff
Coy - Company
Cpl - Corporal
CPSM - Canadian Peacekeeping Service Medal
CWO - Chief Warrant Officer
DCO - Deputy Commanding Officer
Ex - Exercise
FOO - Forward Observation Officer
FS & R - Fitness Sports and Recreation
GATES - German Army Training Establishment Shilo
Gnr - Gunner, equivalent to Infantry Private
GSH - General Strange Hall (Gym facility)
HQ - Headquarters
IRFL - Immediate Response Force (Land)
JTF2 - Joint Task Force 2
LAV - Light Armoured Vehicle (or LAV III)
LCol - Lieutenant Colonel (referred to as a light Colonel or left Colonel in slang)
LFWA - Land Forces Western Area

Lt - Lieutenant
Maj - Major
MBdr - Master Bombardier, equivalent to Master Corporal
MCpl - Master Corporal
MP - Military Police
MPSS - Military Personnel Support Service
MWO - Master Warrant Officer
NDHQ - National Defence headquarters
NPF - Non-Public Funds
OP - Operation
PAO - Public Affairs Officer
Plt - Platoon
PSP - Personnel Support Programs
Pte - Private
PTSD - Post Traumatic Stress Disorder
RCA - Royal Canadian Artillery
RCACC - Royal Canadian Army Cadet Corps
Regt - Regiment
ROTO - Rotation
RSM - Regimental Sergeant Major
Sgt - Sergeant
SMFRC - Shilo Military Family Resource Centre
TI - Time In
Trp - Troop
TSM - Troop Sergeant Major
UIO - Unit Information Officer
VCDS - Vice Chief of Defence Staff
WATC - Western Area Training Centre
WO - Warrant Officer

NEWS STORY LEADS

The beginning of a newspaper news story is called the lead (or 'lede'; pronounced 'lead').

The lead often is a single-sentence paragraph. Sometimes it is more than one sentence in a single paragraph. Sometimes it is many paragraphs.

Regardless of the lead's form, it must do two things:

Summarize the story.

Catch the reader's attention.

The lead often or usually is a single-sentence paragraph because most newspaper readers skim the newspaper rapidly, looking for something interesting. Skim-readers need a quick summary of the story so that they can decide whether to read further.

The lead may catch the reader's attention simply because it emphasizes the news. Or, the lead may use a rhetorical or structural device-- a catchy phrase, a pun, delayed identification of the main subject of the story, an incident, anecdote or profile of a story participant --to 'hook' the reader.

Emphasizing the news means emphasizing the most important and interesting and the most current details.

The lead should include explicitly or implicitly the news story's what or who or both where when and may also include the why and the how.

The what, who and why are the elements most often emphasized. The where and the when sometimes are the main elements, but usually are included simply to locate the reader in time and space.

The lead should be clear, direct, and succinct.

Most newspaper writers aim to complete their leads in 20 words or, if possible, less. Brevity is a virtue in lead-writing because, again, newspaper readers often are distracted and hurried. The longer the lead, the more difficult it is for the reader to grasp.

Vivid, concrete detail in a lead --not a lot of it, but a least some of it --helps to make a lead catchy. These leads emphasize different elements of their stories:

WHO

Three teen-age boys, one 13 years old and a paraplegic, today were sentenced to jail terms for robbing an elderly man at knife-point.

WHAT

Gay lifestyles are not uncommon among professional football players, a former Saskatchewan Roughriders quarterback said today.

HOW

Robbers used a bazooka rocket Monday to open a safe they had stolen from a local fried-chicken restaurant.

WHERE

Calgary will be the site of the World's Fair in the year 2005, Mayor Fred Jackson announced today.

WHY

Surprised by a police officer who happened by at the "wrong" moment, two robbers seized hostages in a city bank this morning and threatened to kill their captives if police failed to withdraw from the area.

WHEN

Moments after receiving an award for bravery from Alberta's lieutenant-governor, Calgary police constable Rob Stanton found himself in another shoot-out with bank-robbers.

Notice that leads are complete sentences, with all the articles, punctuation, prepositions etc., that normal sentences contain.

EXAMPLES:

1. Calgary's master transportation plan took a big step toward acceptance yesterday with the elimination of its most controversial element --new river crossings.
2. Albertans may be given the right to vote in a referendum on any future government attempts to raise provincial income taxes.
3. Remnants of the once-mighty Tory party gathered today in Hull, Quebec, hoping to rise from the wreckage of the 1993 election defeat.
4. Wolves are attempting to return to Southern Alberta after an absence of nearly 50 years.

Each of leads 1. through 4. contains:

A "who" or "what" or both- master transportation plan/step forward, Albertans/referendum, remnants/gathered, wolves/returning.

A "when" - yesterday, today (or an implied 'when')

A "where" - Calgary, Alberta, Hull, Southern Alberta

These leads may also contain a "why" or a "how":

1. Calgary's master transportation plan took a big step toward acceptance yesterday with the elimination of its most controversial element; new river crossings.
2. Remnants of the once-mighty Tory party gathered today in Hull, Quebec, hoping to rise from the wreckage of the 1993 election defeat.
3. Wolves are attempting to return to Southern Alberta after an absence of nearly 50 years.

These leads grab the reader's attention mainly by getting the subject of the story right at the start of the lead. Other news story leads may be fancier. Their "who's", "what's", "where's" and "when's" may be more or less implicit, and they may be written mostly with a view to attracting the reader and drawing the reader into the story.

Examples: (the leads in these examples are bolded)

5. Gay rights is the ultimate oxymoron in Russia, because for 70 years neither gays nor rights have been very visible here.

In Moscow, there isn't a single gay-rights defence group.

There are only a few discos and cafes where gays even congregate.

St. Petersburg fares slightly better. It has two gay groups, but they aren't on speaking terms and spend precious energy fighting each other.

6. Lister Sinclair has just turned 74, but this seems to be one of the very few irrelevant facts in his head.

The man with the velvet voice who has been the urbane and erudite host of CBC Radio's Ideas since 1983, and been closely associated with the CBC for 50 years, shows no intention of slowing

down or regarding himself as getting old.

Newspaper writing 101

Writing the story

A story is much like a conversation. It begins with the most interesting piece of information or a summary of the highlights and works its way down to the least interesting facts. There are words or phrases that take you from one topic of conversation to another. Before you know it, you're finished.

Inverted pyramid

You should be very familiar with the inverted pyramid style of writing. You'll likely use it every day. For example, when you call a friend to tell him or her about a big date, you begin by telling the most interesting and important things first. The least important information is saved for the end of the conversation, and depending on how much time you have to talk, that information may not get into the conversation.

That concept also applies to news stories. The lead is the first paragraph of a news story. Usually, the lead is one sentence long and summarizes the facts of the news story in order of most newsworthy to least news-worthy. The reader should know at first glance what the story is about and what its emphasis is.

Here is an example:

Bargainers from General Motors and UAW Local 160 will resume talks in Warren this morning seeking to end a day-old strike over the transfer of jobs from unionized employees to less costly contract workers.

Who, What, Where. When, Why and How... The five W's and an H

Transitions

With one-sentence paragraphs consisting of only one idea -- block paragraphs -- it would be easy for a story to appear as a series of statements without any smooth flow from one idea to the next. Block paragraphing makes the use of effective transitions important. Transitions are words or phrases that link two ideas, making the movement from one to the other clear and easy. Obvious transitional phrases are: thus, therefore, on the other hand, next, then, and so on.

Transitions in news stories are generally done by repeating a word or phrase or using a synonym for a key word in the preceding paragraph. Think of block graphs as islands tied together with transition bridges of repeated words or phrases.

Direct quotes

You should use direct quotes:

- if a source's language is particularly colorful or picturesque
- when it is important for written information -especially official information -- to come from an obviously authoritative voice
- to answer the questions "why, how, who, or what?"

Use a direct quote after a summary statement that needs amplification.

Remember, a direct quote repeats exactly what the interviewee said. If you don't have a person's exact words, you can paraphrase, but you cannot change the meaning of a person's words. And when

you paraphrase, you must never use quotation marks.

Putting it all together: Sample News story

By RICHARD A. KNOX

Colleagues of polio vaccine pioneer Jonas Salk said Wednesday that they are ready to mount large scale trials of his AIDS vaccine in thousands of people infected with the AIDS virus. The Salk group, which had been criticized for promoting the vaccine without sufficient documentation, this week published the first scientific report of its results. The group's research showed that growth of the human immuno-deficiency virus slowed substantially in infected volunteers given three injections of the vaccine.

The report, in the Journal of Infectious Diseases, comes at a time when researchers are discouraged about efforts to make an effective AIDS vaccine -either to treat HIV -infected people, such as Salk's subjects or to prevent infection, such as classic vaccines against polio or smallpox.

"Both approaches have their problems with this virus," said Or. Thomas Merigan of Stanford University, a prominent AIDS researcher. The virus' ability to elude immune defenses "is the most powerful tool this virus is using against us now."

Putting it all together: Sample Feature story

By JANE MEREDITH ADAMS

They met through video dating, when the sight of his muscular build drove her so wild she smacked kisses all over the monitor. Never mind his rowdy past, his other mates, or his penchant for projectile vomiting when annoyed. True love forgives.

Now the young couple would like to start a family -- part animal urge, part science project. For she is Koko, the world-famous gorilla. A two-time National Geographic cover model, she wowed the public in the 1970s by learning to communicate with humans using American Sign Language. Researchers have higher than usual expectations for the mating of Koko from the Brookfield Zoo outside Chicago.

Eager to understand animal intelligence, Scientists are hoping to discover whether Koko will teach her offspring to use sign language.

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2008 Publication Dates

Issue Date

Special Events

Deadline

24 January	Deployment Special	17 January
07 February 21 February		31 January 14 February
06 March 20 March	Community Events Guide	28 February 13 March
03 April 17 April		27 March 10 April
01 May 15 May 29 May	Mother's Day Special	24 April 08 May 22 May
12 June 26 June	Community Events Guide Kick off to Summer Special	05 June 19 June
10 July 24 July		03 July 17 July
07 August 21 August	Homecoming/Community Events Guide	31 July 14 August
04 September 18 September	Homecoming Special Homecoming Special	28 August 11 September
02 October 16 October 30 October		25 September 09 October 23 October
13 November 27 November	Remembrance Day Special Community Events Guide	06 November 20 November
11 December	Christmas Special	04 December

• For event specific issues of The Shilo Stag, there is often opportunity for special rates on advertising within these issues. For example; the Christmas issue will offer special ad sizes to be placed on our dedicated Christmas spread. These rates will vary by event. Contact our advertising representative for details.