

2018-2019 Far West Skier's Guide Style Guide

Articles Due:

All articles are due July 31 to Leigh Gieringer, Publisher (fwsg2@cox.net), with a copy to Jane Wyckoff, Assistant Editor (jnewyckoff1@cox.net). The Ski Club List by council president is due by August 31, 2018.

Articles:

If you are interested in writing an article for the 31st^h annual issue or have any questions about your articles, please contact Leigh Gieringer, Publisher at 480.600.6099, fwsg2@cox.net.

Target Audience:

1. Keep in mind the audience for the *Far West Skier's Guide* is different from the audience of *The Councilman*. It is not "in house". The audience includes non-club members who we are trying to interest in joining a club, the snowsports industry and general public.
2. **Do not** report on a fellow board member or chairman's program. Especially after the Convention, there is a lot of repetition that has to be deleted from articles.
3. **Do not take your article from last year and use the same material with some updates. The readers deserve something fresh and new.**

Length of Articles:

1. The length of articles that can be published is in direct correlation with the amount of advertising sold to support the number of pages that can be included in the publication.
2. A page of copy with a picture is about 1,000 words and a column is about 270-280 words with a picture.
3. If you need more than a page, check with the FWSA Publisher to see if there is enough room.
4. Here are some guidelines by position:
 - **FWSA President:** 3 columns with picture.
 - **NSCF:** 2 columns with photo (photo to come after fall meeting).
 - **VP Marketing:** 2 columns maximum.
 - **VP Council Services:** 2 columns maximum.
 - **VP Communications:** 2 columns maximum.
 - **VP Membership:** 2 columns plus membership form updated.
 - **VP North American Travel:** Depends on programs scheduled for 2018-19, plus photos of 2018 Ski Weeks and summer program (please provide names/contacts of all travel providers you will be using so they can be contacted for advertising and photographs as soon as you know). More time should be spent on upcoming travel programs, rather than on past programs.
 - **VP International Travel:** Depends on programs scheduled for 2018-19, plus photos of 2018 International Ski Week (please provide names/contacts of all travel providers you will be using so they can be contacted for advertising and possibly photos as needed). More time should be spent on upcoming travel programs, rather than on past programs.
 - **FWSA Secretary:** Updated list of board members, program chairmen and council presidents with contact information for printing. Use the designated format of

information. Be prepared to submit revisions you receive after the original list is submitted.

- **FWRA:** 1 page - need active racing pictures, race schedule and a little about awards program, championships, last year's winners.
- **Athletic Scholarship Program:** 1 page article with pictures.
- **Far West Foundation:** 1 page with pictures.
- **FWSA Convention:** 1 column list of 2018 Convention Award Recipients; 1 column each with a picture for the Safety Person of the Year and Western Ski Heritage Awards with a picture; 1 Column each of Bill Mackey and Tommi Tyndall Award winners with a picture; 2 columns Snowsports Builder Award for each recipient with pictures; 1 page summary of 2018 Convention with pictures, additional award winners; 1 column about Keynote Speaker; 2 columns about Snowsports Leadership Academy sessions with pictures; 1 column about Public Affairs Panel with a picture; 2 pages Sponsors, Silent Auction & Travel Expo participants, Silent Auction Participation Milestones and Door Prize Donors; 2 pages 2019 Convention with pictures and advertisement; 2 columns future conventions with pictures.
- **Council's Man & Woman of the Year:** 1 column summary plus photos of honorees and winners (additional space provided with additional participants).
- **FWSA History:** 1 page article with picture; 2 columns Club & Council History Recognitions with pictures.
- **Charities and Our Community:** 1 page article with pictures.
- **VP Public Affairs:** 4 pages maximum with photos, western regional ski show information update.
- **Council Presidents:** 1 page article plus club listing and pictures. See last year's *Far West Skier's Guide* for page count and let publisher know if more or less space is needed.

Pictures:

1. Every council NEEDS TO submit pictures on a timely basis for their council section, or pictures of resorts with advertising will be used. Pictures need to be submitted with a caption and ID of people in the pictures. Send a limited number of good pictures – please do not inundate the Publisher with a lot of pictures.
2. Pictures should be ACTION SHOTS, not just people standing on a mountain.
3. To be included in the magazine, pictures need to be as high resolution as available, at least 300 dpi.
4. Pictures should show diversity – people, snowsports activities and events.
5. Pictures of youth and community involvement on or off the slopes are terrific!

General Guidelines:

1. Remember you are submitting an article in JULY for a publication going to press and distributed in OCTOBER. Do not use present or future tense for summer and early fall events – THEY WILL BE OVER WHEN THE PUBLICATION GOES TO PRESS.
2. Articles are in MS Word or as an e-mail.
3. No particular typeface is needed. The Publisher will style when placed in the document.
4. Indent paragraphs as opposed to double spacing after a paragraph. It saves time.
5. Put two spaces after a period. Words are easier to read and it opens up the block of copy.
6. Do spell check your article, provide captions for pictures, ID people in pictures if they should be identified.
7. Writers can highlight a sentence at the end of the article if they wish to emphasize it.
8. No all caps or underlined copy.

9. Italic or bold for emphasis is okay.

Consistency Guidelines:

1. The words club and council are not capitalized, unless it is part of a name.
2. Do not put a “th” or “st” or “rd” after a date.
3. Snowsports is used as one word throughout this publication.
4. Italicize website and E-mails, do not underline.
5. Italicize the names of publications.
6. We don't use the terms beer, wine or alcohol in articles.
7. We do not include pictures where people are holding a bottle of wine or a bottle of beer.
8. If you read a sentence aloud and run out of breath, it is too long.
9. Use complete sentences. Do not shorten sentences by leaving out “a” or “the”, which makes choppy sentences.
10. Use commas where necessary.
11. Proofread your article, and have someone else proofread, as well.

Format for Club Listing:

Name of Club in CAPS

Area the club covers, such as Los Angeles, South Bay, Albuquerque, Park City

Club Website

President (or contact name and title): John Doe

123.456.7890

abcd@yahoo.com

If your members do not want to have both a telephone number published, only an e-mail is fine. Determine as a council which format you want so all are consistent within the council.

Use Correct References:

When referencing an FWSA council, award, recognition or program, please use the correct name and watch the spelling.

1. FWSA Councils.
 - Arizona Ski Council
 - Bay Area Snow Sports Council
 - Central Council of California
 - Intermountain Ski Council
 - Los Angeles Council of Ski Clubs
 - Northwest Ski Club Council
 - Orange Council of Ski Clubs
 - San Diego Council of Ski Clubs
 - Sierra Race League & Council
2. FWSA Awards and Recognitions
 - Snowsports Builder Award
 - Hans Georg Award
 - Elizabeth “Schatzi” Wood Award
 - J. Stanley Mullin Award

- Jimmie Heuga Award
- Jordan-Reily Award
- Tommi Tyndall Award
- Bill Mackey Award
- Terry Smith Award
- Joe Ross Award
- Bill Berry Awards – Hard News, Featured Article
- Warren Miller Award – Modern Media
- Councils' Man & Woman of the Year Recognition
- Far West Safety Award
- Western Ski Heritage Award
- President's Award
- Tollakson Outstanding Club
- Wentworth Outstanding Club Publication
- Council Outstanding Publication Award
- Website Outstanding Club Award
- Website Outstanding Council Award
- Club and Council History Recognition
- Charities and our Community Recognition
- Athletic Scholarships

3. Convention References

- Atlantis Casino Resort Spa, Reno
- Hyatt Regency Indian Wells Resort & Spa

4. Industry Partners

- When referencing an industry partner, be sure to have the name and title correct.
- If you are not sure, check a website, or contact Debbi Kor, VP of Marketing and Sponsorships.
- Do not include any references regarding trips which could in any way be construed as a disparaging remark about snow quality, service, etc.