



ROSSMOOR NEWS

Tips for Submitting Content



By the numbers:

(weekly averages)

- 1,300 emails
- 64 pages
- 166 articles and letters
- 36 excursion and club trip listings
- 47 photos
- 4 pages of calendars and TV Guide

How an article gets into the paper



Article emailed to news@rossmoor.com



Article is assigned to an editor and edited



Photos downloaded and sized

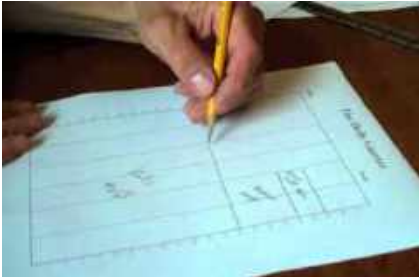




Article is styled and measured



Article is proofread



Article is laid out on paper dummy page



Dummy layout is designed in the computer



Page is printed and proofread three times



Pages are sent to the printer



Submitting articles

On the top of all articles include:

- Correspondent's name
- Phone number
- Dates the article should run
- Suggested headline

Email to news@rossmoor.com

➤ *We can't take handwritten articles.*



Deadlines

All deadlines are a week before publication:

- Columns -- 3 p.m. Tuesdays
- Religion and club trips -- 3 p.m. Wednesday
- All club/organization news -- noon Thursday
- Letters to editor -- 9 a.m. Friday

First page completed by 10 a.m. Friday



Word limits

- Columns -- 800 words
 - News articles -- 600 words
 - Club trips -- 350 words
 - Letters to editor -- 250 words
- ★ Special one-time features can get additional space -- must request in advance



Corrections

- Email your article **AFTER** everyone in your group has proofread it.
 - If using Track Changes, accept them before sending the article.
 - If making a correction after sending the article -- **bold** or **change the font color** for the change in the article.
- ★ Always double check that the day of the week and date match.

Pick up dates: Count back from event date

Event = Tuesday,
March 18

**Three previous
Wednesdays** =
Feb. 27, March 5 & 12

Deadline = Feb. 21

| FEBRUARY 2020 | | | | | | |
|---------------|---------|-----------|----------|--------|----------|--------|
| MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY | SUNDAY |
| | | | | | 1 | 2 |
| 3 | 4 | 5 | 6 | 7 | 8 | 9 |
| 10 | 11 | 12 | 13 | 14 | 15 | 16 |
| 17 | 18 | 19 | 20 | 21 | 22 | 23 |
| 24 | 25 | 26 | 27 | 28 | 29 | |
| | | | | | | |

| MARCH 2020 | | | | | | |
|------------|---------|-----------|----------|--------|----------|--------|
| MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY | SUNDAY |
| | | | | | | 1 |
| 2 | 3 | 4 | 5 | 6 | 7 | 8 |
| 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| 16 | 17 | 18 | 19 | 20 | 21 | 22 |
| 23 | 24 | 25 | 26 | 27 | 28 | 29 |
| 30 | 31 | | | | | |

ROSSMOOR NEWS

The Rossmoor News (927080), established April 15, 1965, is published every Wednesday for Rossmoor residents and is available outside of the community at a subscription rate of \$55 per year (for second-class mail delivery), by Golden Rain Foundation, 1006 Stanley Dollar Drive, Walnut Creek, CA 94595. Periodical postage is paid in Walnut Creek, CA. POSTMASTER: Send address changes to the Rossmoor News, 1006 Stanley Dollar Dr., Walnut Creek, CA 94595.

TELEPHONE: General information and display and classified advertising: 925-988-7800 Fax: 925-988-7862

MISSED PAPER: Report missed papers by Thursday noon to ensure delivery. Call 988-7800 and give complete address with entry.

ADDRESS: 1006 Stanley Dollar Drive, Walnut Creek, CA 94595

OFFICE HOURS: Monday through Friday, 8 a.m. to 4:30 p.m.

E-MAIL ADDRESS: news@rossmoor.com. News articles and letters to the editor can be submitted to this email address: news@rossmoor.com. Classified ads and payment information can be emailed to newsdesk@rossmoor.com or faxed to 925-988-7862. Articles and ads cannot be submitted through the website. All emailed ads and articles will receive a confirmation from News staff.

WEBSITE: www.rossmoor.com and www.rossmoornews.com

STAFF: Ann Peterson, *Managing Editor*

Editorial: Chrissa Basbas, *Editor/Administrative Assistant*; Maggie Sharpe, *Staff Writer/Editor*; Peggy Spear, *Assistant Managing Editor*; Cathy Tallyn, *Staff Writer/Editor*.

Production: Lance Beeson, Kerry Curran, Celeste Fitzsimmons, *Production and Graphic Specialists*; Dan Rosenstrauch, *Photographer*.

Display Advertising: Cheryl Dillard, 988-7811, *Account Representative*; Trisha Engelmann, 988-7809, *Account Representative*.

Office: Claudia Marlatte, *reception, classified and legal advertising, 988-7800.*

Contributing Writers: Various writers from Democrats of Rossmoor, *Progressive View*; Charles Jarrett, *Theater Review*; Bill Leary, *Engaging Aging*; Tom Mader, *At Wit's End*; Ed Manning, *Republican Perspective*; Robert Moon, *Modern Classical CDs*; various writers of Sustainable Rossmoor, *Earth Matters*. **Proofreaders:** Judie Huse and Marilyn Allen.

DEADLINES:

- Wednesday at noon – Religion notices and Club Trips
- Thursday at noon – press releases, club news and event announcements
- Friday at 9 a.m. – Display and classified ads, letters to the Residents Forum and obituaries. Early deadlines due to holidays are announced in the News.

The Rossmoor News is legally adjudicated to publish legal notices and fictitious business name statements. The News reserves the right to reject or discontinue advertisements or articles that the manager deems unsuitable, including those with affiliations with criminals, criminal enterprises, terrorist organizations or those who encourage or affiliate with such parties or promote such activities. All articles are subject to editing.

“Please Do Not Edit”

Why we edit:

- To get the news higher in the article
- Grammar and style
- Consistency
- To be clear and concise

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ities. All articles are subject to editing.



Writing the lead

The lead must be in the first 3 paragraphs and include:

Who: Club, organization or person

What: Event

When: Day, Date and time (in that order)

Where: Location

Example -- The Rossmoor News will provide a special presentation about news coverage on Tuesday, Feb. 18 at 10 a.m. in the Fireside Room at Gateway. The Activities Council is sponsoring the program.



Writing with AP Style

This is a newspaper, not a newsletter. We follow AP Style rules.

What is AP Style?

The Associated Press is a news agency that developed a standardized English grammar style and usage guide for American journalists. It provides consistency for the articles.



Writing essentials

Some AP Style rules we follow:

- Write in third-person (he/she/they) not second-person (you/we)

NO: You are welcome to attend our meeting with guests.

YES: Residents are welcome to attend the club meeting with guests.

- Use byline if quotes or observations are included

By Carol Weed
Club correspondent

- Use full names on first reference and last names of people on second references

FIRST REFERENCE: John Smith gave a presentation on the budget.

SECOND REFERENCE: Smith said the reserve fund is in good shape.

- Bold only in the byline; italics only in the tagline

BYLINE:

By Carol Weed
Club correspondent

TAGLINE:

Tom Mader can be emailed at ditoma@comcast.net.

- No all caps unless it's an acronym that is capitalized

NO: Residents are reminded to use the RECYCLE bins.

YES: The speaker is a former FBI agent.



Common mistakes

- It's day, date, time and then place
- Use women, not ladies
- 925 phone numbers still need the area code included
- Don't use please; limit use of thank you
- Capitalize only proper nouns in menu items (i.e. Parmesan cheese)
- Put titles of movies, plays, songs and books in quotes
- For upcoming meetings/events, include contact phone number and/or email address



Essentials for headline writing

Layouts force us to change headlines ... but it helps if you give us a headline we can use.

- Start simple: Subject and verb. Who and what.
- Ask what is most important in the who, what, when, where, why & how.
- Avoid puns and word play.
- Sell it to your audience -- what makes the article interesting.
- Use strong words but be concise -- one word is better than 2 or 3.
- Verbs have power. Always include one. Aim for action verbs.



Example headlines

Mindfulness Club presents Joseph Campbell movie next week

> Doesn't give away everything (date) in the headline

Donating to Rossmoor Fund can bring happiness for a lifetime

> Warm-hearted, makes you curious to read more

Resident Joanna Kraus' award-winning play performed at Clarks Summit University

> Straight-forward but still interesting

It's hoe-down time for Couples Club

> Headline makes you want to go to the event

Rossmoor men's tennis serves Round Hill a 3-1 loss

> Nice play on words but not too much of a pun



How to submit photos

- Email JPEG format, preferably as an attachment.
- Do not send small photos.
- When sending from your phone, select original size.
- Send color photos, unless all you have is black and white.

Send to: news@rossmoor.com

To request Dan Rosenstrauch for a photo assignment: Email news@rossmoor.com or call 925-988-7800

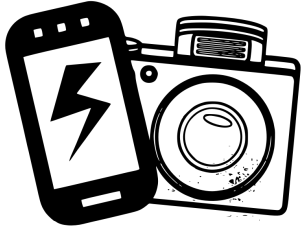


Photo captions

- Identify everyone pictured (unless groups of more than 15 people).
 - For non-group shots, tell us a little about what is pictured.
- ★ We must have the names of all children 12 or younger for captions.

Style for group photo caption:

Members of the club are, from left, front row, John Smith, Jane Doe and Bill Johnson; middle row, Mary Spencer, Jill Hamm and Dan Martin; back row, Ellen Johnson and Jim Wright.



How to take great photos... even with your cell phone

- Action photos instead of posed shots
- Zoom in ... but don't crop out body parts
- Be careful not to crop afterwards so the photo is out of focus
- Avoid distance group photos or the backs of heads
- Find good lighting; shadows can make photos dark



Bad lighting casts shadows on the faces in this group shot.



Better lighting allows us to see the faces in this group shot.



Creative way to do a group shot.



Clean background and good light make for better headshots.



Out of focus and the people are too far away.



Too many people makes the photo confusing and shooting with the window in the back washes out the people on the right.



This is an example of a clean background, good light and the right number of people for a group shot.



A distracting background and photo taken from too far away make it hard to see the people -- it's better to crop in.



Live action
is more
appealing
than a
group shot.



Using props makes the photo more interesting than a standard group shot.



Sports photos are
always better when
there is action.