

HCCA Editorial Guide

Hunt Club: My Community Newsletter



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1. Who is this guide for?

Anyone who wants to reach the community and has an interesting story to tell or news to share can submit articles and photos to Editor@hunt-club.ca.

The newsletter does not have reporters or photographers; we are all volunteers and rely on you, our Hunt Club Community neighbours and businesses, to share your articles, photos, opinions and information.

This is *your* community newsletter – help spread the news!

2. What to write about

You could share your news, views, events and information on topics which you believe would be of interest to the Hunt Club Community residents and businesses.

For example:

Accomplishments and first-hand accounts: Achievements, passions, outstanding contributions, challenges overcome, lessons learned.

Profiles of interesting people and places: Anecdotes and “slice of life” stories, inspiring people, snapshots of places in our community or elsewhere.

Events: Community activities, important dates, holidays, traditions, special occasions, homecomings.

Updates on community projects and how you can get involved.

Sharing knowledge: Recipes, helpful tips, How-to's, jokes, brain-teasers, anything you and your fellow neighbours would like to read about.

Tell us in your article why you believe this event is important for the community to know about. Don't be afraid to turn it into a gripping yarn.

3. How to catch and retain readers' attention

- Use action words (verbs are your best friends!).
- Use the correct grammar.
- When possible, write in the active voice – “I“(she, they) did something great, not “something great was done to me” (her, them).
- Tell readers why this matters, what it means to you or others, and what's next.
- Convey emotions in your narrative.
- Use a respectful tone.
- Make sure that your text is short and snappy, and appropriate for this type of medium and audience (in other words, watch the jargon/slang).
- Develop a catchy, interesting title.
- If using or quoting text that is not yours, provide the author's full name and/or the source.
- Write in English or French, whichever language you are more at ease with.
- Don't just tell, *show!* Pictures add vibrancy and real-life feel to your words.

4. How to submit material

- Attach your article and your original photos (one in landscape and one in portrait layout) to the email.
- Include your full name and contact information. Please note that, unless you specify otherwise, we will publish your name with your article.
- Photos: When possible, please provide highest resolution (for example the file from the device that captured the photo)
- If the image is from another source, provide the source/location and photographer's name or credit info.
- Please include parents/guardians' contact information and written permission to publish photos that show children (under 18), otherwise we cannot publish them.
- Check your email for completeness and send it to Editor@hunt-club.ca.

You retain the rights to all your submissions, photos and artwork; however, our editors have the final word on your text and the publishing date.

We will not publish advertorials, articles with a political bent or bias, or text that is (or may be perceived as) disrespectful, inflammatory, accusatory, or as casting our Association or community members in a negative light.

We strive for diversity in content and contributors and will publish those articles that we believe are of interest to the majority of our readers.

You can check our publication calendar, where you will find article submission deadline dates, and publication dates.

5. Publication calendar 2021

Submission Deadline	Publication Date
Feb 19	Mar 5
May 20	Jun 4
—	—
Aug 20	Sep 3
Nov 26	Dec 10

Please submit your articles and photos two to three weeks ahead of the intended publication date. Late or incomplete material will be considered for subsequent newsletters, when space permits.

Remember, this is *your* community newsletter! Help it grow and keep the submissions coming!

For more information send your email to Editor@hunt-club.ca.
Please allow 24 to 48 hours for response.

Thank you for writing and for reading the Hunt Club: My Community Newsletter!

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Hunt Club Community Association - <http://hunt-club.ca>