

Rules/Guidelines for Yavapai Gardens Newsletter Submissions

Nora Graf, Editor

If you have any questions about writing an article feel free to get in touch. I'd rather work things out ahead of time, than try to fix things later. These are not in order of importance. Apply all to any article you write.

Contact Info

It's best to email me at mesquite2@hotmail.com or call 928-567-6703

Credits

Put the writers (and photographers, if applicable) name after the title of the article in the following format. By Xxxx Xmm^{SEP} Photographs by Xxxx Xxxx

Formatting

Please do not do these things. I transfer the articles to a page layout program and undoing the special formatting sometimes add hours of work. It should look like the text below.

Do not use spaces between the paragraphs. Simply indent the first line of the paragraph.

Do not use any bulleting or numbering of individual items or put a space between them. Simply indent each item.

Please put two spaces between sentences. It keeps everything uniform.

Content

Make sure any advice in the article is applicable to the southwest at a minimum, preferably Arizona and ideally all areas of Yavapai County. While I don't object to a writer mentioning how they do things in other regions make sure you do some research and find out what works for us. You may need to provide multiple suggestions as Yavapai County includes high mountains to some low elevations. Camp Verde, where I live (elevation 3100 feet) has different growing conditions than Prescott (5200 feet).

Stay away from "old-wives tales" gardening advice. Everyone has their favorite gardening methods, but I won't include things using B-1 to start out new plants, using Epsom salts and any "miracle" products whether commercial or homemade. You can say "this is what I have used in my garden" but no product names or saying it is the answer to all your gardening woes. If you have any questions about this please contact me before you write anything. I try to make the advice science-based and not anecdotal.

If you are recommending any chemical control products or fertilizers do not use any brand names, use chemical names; for fertilizers give the NKP ratios. We are not in the business of

promoting products nor vilifying particular companies.

Make sure you use the plant/animals Latin name at least once. I don't mind common names, but you need to be specific at the beginning of the article. I usually include the Latin name in the headline. Different plants can frequently have the same name or even many common names for plants. It's confusing so be specific.

Photos

Photos are welcome but not necessary for any gardening article. If you do send photos, they need to be high quality. Don't send tiny little photos. If they are your photos, don't edit; just send the original photo. I will edit, tweak, size the photo to fit. (Don't forget to include the photographer's name (see Credits above.)

The following is important. Send photos to me as an attachment. Never embed the photo in the text of an article. Do not put captions or names on the photograph, send them separately in the body of the email.

If there are people in the photo, include names. Make it clear who is who. Send the text in an email. If you are not sure of the names just let me know; I will have the people identified.

If the picture includes someone that is not a Master Gardener with the face identifiable, we can't use it without that person's permission. If you are taking pictures at an event, make sure you only show their backs, or the face isn't visible. I can blur them if necessary but prefer photographers to be careful when shooting. It is ok to take pictures of Master Gardeners. Check with Mary Barnes if you need clarification on photographing MG events.

Edits

I may make changes to your article. Sometimes it is my change, but I also have three editors I rely upon and I take their suggestions for changes seriously. Do not take it personally. I am just trying to make sure everything is clear and understandable. If you saw all the corrections, I get back from my editors you'd have a good laugh. If I took them all personally, I couldn't do this.

Deadlines

I really need people to heed deadlines. They are included in every newsletter! I want articles by the 1stth of every other month. **See schedule below.** Occasionally I send things out early and invariably I get a last-minute call. There is a lot of grumbling if I say I've finished it early. It just happens sometimes so please if you are writing for the newsletter, email me to let me know early on and I will wait for your submission. Make sure you follow through. If you know you can't finish it, let me know as soon as possible.

Sometimes I drop an article at the last minute. Normally I take one of mine out but depending on the space needed it could be anyone's. Your article would then go into the following issue. This rarely happens but can.

Newsletter Schedule

The newsletter comes out every two months. See schedule below for deadline dates. If the article is time-sensitive, please let me know ahead of time but please get it to me by the deadline. There is a lot more latitude on the short announcements (a few lines) and if you let me know in advance something is coming, I can be a bit flexible about things.

Issue	Publish Date (date newsletter available on website)	Deadline for Article Submissions
February-March	February 1 st	Articles – January 1 st Short announcements - Jan 25 th
April-May	April 1 st	Articles – March 1 st Short announcements – Mar 25 th
June-July	June 1 st	Articles – May 1 st Short announcements – May 25 th
August-September	August 1 st	Articles – July 1 st Short announcements – July 25 th
October-November	October 1 st	Articles – September 1 st Short announcements – Sept 25 th
December-January	December 1 st	Articles November 1 st Short announcements – Nov 25 th