

SUBMISSION GUIDELINES

1. Bear Facts magazine welcomes article submissions from all California Wing members, not just unit Public Affairs Officers, to share your Civil Air Patrol success stories with the California Wing.
2. If you are a section director and have a unique viewpoint about your directorate, or the role it plays in the mission of the Civil Air Patrol in California, Bear Facts magazine is especially interested in hearing from you.
3. Multi-part feature articles are welcome and should be discussed in advance with the Bear Facts magazine editor.
4. Bear Facts magazine reserves the right to approve, reject, edit, abridge, or expand any submission.
5. Article submissions should be in Microsoft Word format.

TIPS FOR NEW WRITERS

1. Use a conversational voice - Talk to the reader and use words they know. Keep Civil Air Patrol jargon to a minimum. Remember, Bear Facts magazine is read outside of Civil Air Patrol too. Let your personality and experience come through. It is your article and you are the expert; help educate and enlighten the reader.
2. Keep it active – Use active verbs to paint a picture for the reader. Action verbs are more engaging and will keep the article moving.
3. Keep sentences and paragraphs short - When readers see articles with long sentences and long paragraphs they stop reading. Keep your sentences and paragraphs short. If your sentences are longer than 20 words, break them into shorter sentences.
4. Get to the point - When readers wade through paragraph after paragraph of unrelated anecdotes before you get to your point, they will likely lose interest. Give the reader bits of information throughout the article to keep them reading to the end.
5. Simplify - Worried you are not using the right word? Use simpler words. Worried your sentences are not clear? Make simpler sentences. Worried that people will not see your point? Make your point simpler.
6. Make your article benefit-oriented – For technically oriented articles (like how a new regulation or procedure will affect the reader, or how your department keeps Civil Air patrol running) tell the reader “what” is in it for them."
7. Rank - All Civil Air Patrol members hold a rank. Remember to include their rank, and first and last names on first reference and refer to members by their last name only throughout the rest of the article. Remember to differentiate between cadets and senior members, especially when writing about siblings or family members in the same squadron.

AUTHORS GUIDELINES

1. Squadron names and locations – California Wing is big! Bear Facts readers enjoy reading about where your activities and events happen. Please use complete squadron names and a city rather than just a squadron number. Be sure to include full names of airports, along with their city, as not all of our members know the airport abbreviation codes.
2. Writing Style - Bear Facts magazine is oriented toward both internal Civil Air Patrol audiences (and is read in other wings) and external audiences. For that reason, Bear Facts uses the Associated Press style for such things as military abbreviations. The Associated Press style is the writing standard used for most newspapers and magazines.

PHOTO GUIDELINES

1. The writer is responsible for securing photos where necessary to help tell the story. Being a magazine, photos are essential to telling a good story. Photographs of California Wing members in action are preferred.
2. Send photographs in .jpg file format only.
3. Please ensure your image files are at least two MB or larger to ensure the highest quality reproduction in the magazine. This usually means setting your camera to take the largest size or highest resolution possible. Check your camera instruction manual. Look for the "image quality" setting or something similar and set it to maximum.
4. Do not edit or alter photographs in any way or attempt to reduce their size for emailing. Image
5. resolution will suffer greatly if you do and may result in an otherwise great photograph being unusable.
6. If your camera has a date-stamp function that imprints a visible date automatically on every photograph, turn it off when shooting photographs to accompany your article.
7. DO NOT embed photographs in the article document itself. Send photographs as attachments to the email containing with your article.
8. Provide a credit for every photograph (i.e., "CAP photo/Rank First Name Last Name, CAWG) to ensure the photographer receives proper credit. Photographs taken by parents of cadets also need credit (minus the „CAP" designator).
9. All photographs must include captions. Captions are essential to explain who is in the photograph, what they are doing, and why it is significant. You do not need to identify every member in a group shot, but at least identify the key players if the story is about them.
10. Captions should follow Associated Press guidelines wherever possible. Include photograph captions and credit information in the document with the article. Please use the file names of the photographs to identify which caption goes with which photograph.
11. All photographs will be reviewed to ensure compliance with CAPR 39-1 Uniform Regulations. Authors are encouraged to have additional photographs available in the event a photograph cannot be used due to uniform violations.

12. Please do not send 10 photographs with instructions to "choose whichever one you like." Chose and send the photograph(s) that contribute best to the article. If your story needs several photographs to properly tell the story, send the photographs that you think best illustrate the story.