

WRITER GUIDELINES

Smoke and Scales is freely available on the Web, so it is a very public face of the Maggie L. Walker Governor's School. We, the volunteer parent editors, strive to present professional, consistent and accurate coverage of school activities. Therefore, we reserve the right to edit all submissions for length, tone and content.

We do not have the resources to write stories ourselves. We accept submissions about PTSA programs, student, teacher, and alumni activities, initiatives and accomplishments, and other topics of interest to the MLWGS community. As a nonprofit entity, we cannot accept advertising or publish material that endorses commercial enterprises. Likewise *Smoke and Scales* is not a forum for letters or opinion pieces.

To minimize errors and enable us to feature your information, please follow our writer guidelines:

- Stories must be submitted in the body of an email message, with minimal formatting, to facilitate publication using our production software
- All images (photos, graphics, etc) must be attached as JPEG files
- Do not embed links, or they will be lost in formatting. Instead, insert the entire URL in parenthesis next to the underlined text that should be highlighted for the link
- Please check all dates, times, names and other facts for accuracy
- Please limit stories to 250 words or less so that we can fit everyone's news into each issue
- Content should be communicated in a news format style. Letter style (first person) submissions which are not official school communication from school administration or PTSA leadership are not appropriate for S&S.

Smoke and Scales is usually updated late Monday night. This gives writers the opportunity to review pieces before the broadcast email alert is sent at 6:00 am. Corrections should be sent to smokeandscales@gmail.com, and we will make every effort to update the article prior to 6:00 am.

Thank you to all of our hardworking fellow volunteers who make MLWGS the amazing school that we all love!