

United States Coast Guard Auxiliary
Nor'Easter
Stylebook and Guidelines

SUBMISSION GUIDELINES

We welcome and appreciate fresh, exciting, educational, and inspirational articles of interest about the Coast Guard Auxiliary. Keep your story 750-1000 words unless the editor has requested differently.

Remember, we are a quarterly publication, so it can some time before an article or photo you send in is published. If your submission has a strong time element (or immediacy) to it, consider sending it to your division or flotilla newsletter instead of *Nor'Easter*.

EDITORIAL CONTENT

1. Be familiar with *Nor'Easter*. Before investing your time writing an article, read several issues carefully so you are familiar with our style and what we do, and do not, publish. Before you send in a story or photo think about whether it has the interest we are looking for or would better fit a division publication with a local readership.
2. Do not submit stories that **IN THEIR SUBMITTED FORM** have been published elsewhere. Good stories can be run in different publications, but they cannot be direct copies. If your article has run in another publication, please state the name of the publication at the top of the first page under your name.
3. All articles must be original work, submitted by the author.
4. Put the name, e-mail, phone number, and flotilla (ex. 013-12-03) of both the author and photographer at the top of the first page.
5. Type your article in Times-Roman font, size 12, and **DO NOT TYPE IN ALL CAPS**. Indentation is not necessary.
6. Give your story a title and a one-sentence subtitle that gives readers a hint as to what the story is about. (e.g., Title: "Offshore and On the Rhumb Line" Subtitle: "Captain finds following a straight line on the ocean harder than it sounds.")
7. Expect your article, title, subtitle and photo captions to be edited and, if need be, rewritten by the editors.

8. Use the inverted pyramid style of the Associated Press. (See AP Stylebook and Briefing on Media Law, latest edition, <http://ww.ap.org>) with U.S. Coast Guard Auxiliary addendum as follows:

- a) Answer these six questions in the first paragraph: Who, What, Why, Where, When and How.
- b) The first time you mention someone's name, give the full name, flotilla and city. (e.g., Spell out “commodore” on the first reference, then use COMO in subsequent references to the same person.)
- c) For active duty Coast Guard provide rank/rating and full name, duty-assignment, and unit to which he/she is assigned (e.g., BM3 John Smith, USCG, training petty officer, Station Boston).
- d) For officers, spell out rank on first mention (e.g., Lieutenant Commander John A. Smith, USCG), then use standard Coast Guard abbreviations in subsequent references to the same officer (e.g., Lt. Cmdr. John A. Smith). – NOTE: There are two types of Rear Admiral: Lower-Half and Upper-Half, abbreviated as Rear Adm. Be absolutely sure you use the correct abbreviation. Both types are referred to simply as “Rear Admiral” when first mentioned.

9. Spell out all proper names of places and states (e.g., Boston, Massachusetts,).

10. Spell out all acronyms no matter how common they are.

11. If you quote someone, use the exact words uttered. Be sure you spell all names correctly.

12. Stick to the facts. Do not write rumor and do not make suppositions. If there is any possible legal entanglement to the subject or person you are writing about, ask via the chain that the district legal officer review the article before you send it in for publication. Triangulate your statements unless you were there. Make sure your story is true and accurate. Be absolutely meticulous about checking your facts.

13. Avoid personal pronouns such as I, we, you, your, our. Use third-person and avoid passive voice.

14. Consider interviewing and quoting some of the people who participated directly in the event that is the subject of your story. Ask questions such as:

- a) What were you responsible for?
- b) How did the mission challenge you?
- c) How did you prepare for it?
- d) What did you learn from your experience?

15. Use plain language rather than “CG Speak.” Identify the coxswain (surface) or aircraft commander (air) in addition to his/her flotilla, the flotilla's home base and state (e.g., coxswain John A. Smith, Flotilla 12-3, Boston, Massachusetts).
16. On the last page of your story, list the photos that go with your article with their captions. Do not embed photos in your article. Do not compress the image file. It must be high resolution.
17. ALWAYS run spelling and grammar checks before submitting your story. Proof read for spelling and grammar errors that the checkers do not catch, (e.g., “their” and “there,” “then” and “than.”)
18. Save your article and photo captions in MS Word (.doc) or .rtf format and submit it to hall.craig@comcast.net. Make sure your name, e-mail, phone number, and flotilla (ex. 013-12-03) and that of the photographer(s) are at the top of the first page.
19. If your flotilla or division requires that all proposed content be submitted for clearance by a public affairs or other officer, please obtain that clearance before sending it to us.
20. We cannot guarantee that your story or photos will be published, nor can we guarantee that an article or photo will be published in a particular issue.
21. In all cases the publications team reserves the right to rewrite and/or re-title a story, or return it to the author for rewriting.

PHOTOGRAPHY

Nor'Easter is always interested in acquiring sharp, well-composed, high resolution digital images. All articles should be accompanied by exciting photographs that help tell your story. If you have a great photo but no real story, we are also interested in publishing good, action-oriented images with caption. You don't have to write a “puff-piece” when the photo itself tells the story. When you shoot an event, try to take as many vertical shots as horizontal ones. Note: Covers photos are always vertical shots (portrait orientation).

1. Be creative and look for ways to get the Auxiliary name or logo in your shots.
2. We prefer to publish photos that tell the reader something about the mission and the people of the Auxiliary.
3. Auxiliarists must be wearing the proper uniform for the occasion.

4. Remember that you are telling the Auxiliary story, not the Coast Guard story. Feature the Auxiliary at work, Auxiliary boats, Auxiliary crew.
5. Photographs submitted for publication in *Nor'Easter* must be of high resolution, at least five megapixels (meg), and taken with a good quality camera. Most cell phone cameras and many inexpensive point-and-shoot digital cameras do not produce photos that are suitable for publication. Read your camera's manual and set its quality control to take the largest, highest quality images possible. If it is a 10-meg camera, set it to shoot 10-meg images. Arm yourself with several high speed memory cards of at least two gigabytes each so you won't run out of storage during a mission.
6. Do not crop, enlarge, or enhance your images in any way. When you download from your camera to your computer keep your original images in one directory.
7. jpg format compresses the image data, but most photo editing software offers you the option of saving more compressed, or less, when you save the file. NEVER open a jpg, work on it, then SAVE using the same jpg filename, because data is lost each time, degrading the quality of the image. Always SAVE AS, giving it a new filename, in the highest/largest jpg possible.
8. Captions must tell where the photo was taken and the name of the event. Identify every person whose face is visible, left-to-right, with full name, flotilla and district, town and state. (Example: John A. Smith, Flotilla 15, Boston, Massachusetts).
9. Identify the photographer of each photograph.
10. In identifying an operational surface facility, refer to it as an "Auxiliary vessel." Use the vessel name rather than its number.
11. Photo captions must identify the coxswain (surface) or aircraft commander (air).
12. Never embed photos in text.