

## Six Steps to Submission Success

### Step One – Get to the Facts

Follow the first rule of journalism. Answer the who, what, when, where, why and how, as it is relevant to the target audience. Make sure to include all the basic facts ACCURATELY and LOGICALLY. Consider audience when selecting the points and details to include in the story.

### Step Two – Don't Bury The Lead

Each news article has a lead. Put the main action and purpose of the story in the first two sentences and first paragraph.

### Step Three – K.I.S.S.

Keep It Simple, Sweetie! For news articles, 350 to 400 words is a good target, never more than 500. A short feature can be 600 to 1,000 words. For full-length feature articles, 2,000 is a good target. Too short for you? See Step Four!

### Step Four – Add “1,000 Words”

A picture is definitely worth 1,000 or more words, and *Game Trails* is great because of the awesome photos from DSC members. If you include a photo with your article, it is likely to get 40 percent more readers. Good photos show the action, show the people involved or benefiting, and keep the magazine lively and interesting.

If you have a BAD photo with your article, it is likely that 100 percent of your readers will squint, scratch their head and move on.

Acceptable photos are high-resolution digital images OR 4x6-inch prints from a professional processor. **DO** send high-resolution photos that are previously unpublished, in focus. DIGITAL FILES ARE PREFERRED. The exact specs are at least 4x6-in, 100%, 300 dpi. **DO NOT** send low-resolution, home photo printers, newspaper article scans.

### Step Five – Send It In!

We cannot run it if you don't send it! Send your article and photos via email (much preferred) or via snail mail (as necessary). Make sure you keep copies of everything you send, in case of disaster somewhere along the line.

### Step Six – Ask the Editor

For deadlines and more information, contact the Editor at [editor@biggame.org](mailto:editor@biggame.org). Dallas Safari Club,