



10 Guidelines for Writing for *bUeneke Magazine*

1. Single spaced, 12-point, standard (Arial, Times New Roman, Calibri) font with a hard return between paragraphs makes us happy. Word .doc, docx or .odt files work really well. You can also create them in Google Docs and share or copy and paste in an email.
2. You get extra points if you know that apostrophes can't make words plural and how ellipses are meant to be used.
3. We like to see titles of movies, shows, songs, books and other compositions in italics - never inside quotation marks, which we reserve for dialogue.
4. We are thrilled when writers understand why we don't use the Oxford comma but are happy to explain, if you don't.
5. If you'll let our designers add special treatment to words instead of underlining, **bolding**, making all CAPS or **highlighting**, we'll love you more than we already do.
6. Kindly read aloud to check behind your computer's spellcheck and be sure *you're* not supposed to write *your* and *then* check to see if *than* was what you meant to put *there*, in *their* story.
7. As much as we *heart* your emojis when you text or email us, please don't add them to your articles.
8. How many ?????s are too many? Every one after the first one!!!! You also don't need so many exclamation points.
9. Did you know, even though we call our children kids, that's what baby goats are? Would you call your children cubs, shoats or calves? If you're quoting someone who uses kids for children, you can leave it, but otherwise, let's stick to children.
10. Try to maintain a professional, yet personable tone & have fun yet refrain from imparting your own opinion.

We are a family-friendly publication, so we'd appreciate if you refrain from four-letter words like "diet" and "work."



Some tips beyond the 10 most important

- Use %, rather than percent
- Use \$, rather than dollar.
- Use words for one through nine and spell out those larger than 10, except:
 - When dealing with money, big or small you can write \$5, \$5 million or \$5B.
 - Use numbers for dates.
 - Use numbers when referring to someone's age and know how to use hyphens when doing so:
 - He was 9 years old
 - The 9-year-old boy
- Don't overwrite or add your personal opinions unless you're writing a review. Just the facts, please, but don't be sterile.
- If your story is going long and you still don't have some important information, add a sidebar. Put this at the top, between the headline options (We'd like three) and your byline.
- End your article with contact information for readers who want to know more. Stick to professional websites, social media, work phone numbers unless requested to post personal contact info.
- Submit the photos with your article, even if you need to wait.
- As for deadlines, we like to receive articles by the 10th of the month before it's expected to publish but it's safe to ask for an extension, especially if waiting for photos.
- Try to keep your articles between 350 and 500 words, as a general rule and if you've been given a word limit, consider that a law. Mary will cut it to size, but it's okay to discuss why you feel you need to exceed the limit. We may need to create a series instead of just one short article.
- Avoid using:
 - To name a few
 - Among many others
 - And much more

Enjoy the process! Ask Mary for guidance when you need it.

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