



Guidelines for Writing for **bUneke Magazine**

These guidelines, are not hard rules, but guides to make editing faster and easier.

Thank you for volunteering to share positive messages and helping make our world better. We will promote you and if you have a website, we'll provide a live link in your bio. If you have a logo, we will list you as an affiliate, also with a live link. Check the website and email mary@buneke.org if you don't see yours. Know that we appreciate all you do!

1. **Single spaced, 12-point, standard font** (Arial, Times New Roman, Calibri) with a hard return between paragraphs. Please, do not indent paragraphs. Align on the left, please. Word doc, docx or odt files work really well. You may create them in Google Docs and share or copy and paste in an email. Please, no MAC files.
2. **Deadlines:** We understand that you have a life outside of bUneke, so, to make things as easy as possible, we don't have hard deadlines. However, the first articles submitted to us, will be in the next issue of the magazine. You are encouraged to have your articles in by the 1st of each month. *If you aren't working on any stories, ask for an assignment or pitch your own.* We are currently releasing quarterly, and working toward completing each issue at least two months in advance, to give our editors time to review. Please note:
 - a. **March** articles must be submitted by January 1.
 - b. **June** articles must be submitted by April 1.
 - c. **September** articles must be submitted by July 1.
 - d. **December** articles must be submitted by October 1.
3. **Personal opinions** - Don't include yours unless you're writing a review or a paid advertorial. Don't be sterile, but don't over-fluff your writing. We want to entice readers to visit your subject's website.
4. **Word Limits** - Keep your articles between **350** and **500** words, to be included in the magazine. If your story is packed with quality information, we will extend it to our EXTRA! blog. A 500-word article will be a two-page spread and that's our limit for the magazine. If you can't find an easy spot to stop and tell readers to find the rest of your story online, I will do that for you.

Audio Recording of stories - With requests to have the magazine articles audible, we're asking all our writers to also record themselves reading the first 500 words of articles. They are compiled into one file for our listeners. If your file is too large to attach to an email, you should be able to save it to a Google drive or use We Transfer to send it to us.

NOTE: We want you to record the shorter, edited version of your story. Mary will edit as quickly as possible to be sure you have the correct version to read.

Tips to make your reading sound like it was recorded in a studio

- Use your cellphone, if you'd like. Walk into your closet. If you don't have a huge walk-in, just stand in the doorway, facing the clothes. This acts as a muffler to eliminate many echoes, as well as external noises like birds, airplanes and lawnmowers.
- Alternatively, if you use earbuds with your phone, be sure to hold the microphone about ½ inch from your face, not directly in front of your mouth, to avoid "popping your peas."
- Give yourself a two or three second count, take a breath and read in a normal voice.
- Please start with your version of: Hi, this is Mary, reading for bUneke Magazine. Give yourself a beat, then read your article's title. Then, another beat before you start reading.
- At the end, please say: For bUneke Magazine, this is [name]. Thanks for listening. Give a 3-count before stopping the recording.





5. **EXTRA!** Our blog is called EXTRA! and that's where we'll publish longer articles and timely stories that don't make it to the magazine.
6. **Editing** - Our editors may cut to fit the magazine and, and we'll always try to give feedback, if requested or if we feel it's needed, but we may not be able to provide constructive criticism immediately. If you're concerned about how your article has been edited, please ask Mary, after the magazine's release. You will be alerted if any major rewrites are required (this doesn't happen often).
7. **Headline options** – We'd like three, please, but know that we may choose an alternate.
8. **Byline** - Below the headlines, write your name after the word By. We have your bio, so there is no need to include that with each article. If your bio or headshot changes, send that to me in a separate email.
9. **Extra points** if you know that apostrophes can't make words plural and how ellipses and parentheses are used. Hint: we almost never need ellipses or parentheses.
10. **Italics** - We like to see titles of movies, shows, songs, books, plays, musicals and other compositions in *italics* - never inside quotation marks, which are reserved for dialogue. Also, don't use quotation marks to make a word or phrase stand out.
11. **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.
12. **How many ???s** are too many? Every one after the first one!!! You may not need any exclamation points.
13. **Learn more!** When possible, end your articles with a way for people to learn more: a website, link to social media or email address, but don't overdo it. Usually if someone has a website, all the other info is there.
14. Please spell our name ***bUneke Magazine***, even if it's the first word of a sentence. Always italicize and embolden ***bUneke Magazine*** but only italicize other compositions.
15. We prefer **nonprofit** to any other spelling option.
16. We prefer **501c3**. No need to add extra punctuation.
17. **Use %**, rather than percent, most of the time. If in doubt, use the symbol.
18. **Use \$**, rather than dollar, always.
19. **Numbers** - Use words for one through nine and spell out those larger than 10, except:
 - a. When dealing with money. You may write \$5, \$5 million or \$5B.
 - b. Use numbers for dates. January 17, rather than January seventeenth.
 - c. Use numbers when referring to someone's age and use hyphens properly.
 1. He was 9 years old.
 2. The 9-year-old boy
20. Please, refrain from underlining, **bolding**, making all CAPS or **highlighting**.
21. Submit photos with your article, if you can. Contact us if you can't.
22. Avoid using:
 - a. To name a few, Among many others, And much more, Including, but not limited to

We are a family-friendly publication, so please refrain from four-letter words like "diet" and "work."

Enjoy the process! Ask for guidance when necessary. mary@buneke.org or 321-417-4309

