



So you want to be a shooting sports writer?

So you want to be a shooting sports writer? Well good for you, but there are a few rules and guidelines that you will need to follow to be successful with your writing endeavours.

At the Sporting Shooters' Association of Australia (SSAA), we publish a number of quality publications. We have the official Association website www.ssaa.org.au and our Media & Publications website www.australianshooter.com.au, as well as our monthly *Australian Shooter* (100,000 readers a month), quarterly *Australian Hunter* and annual *Australian & New Zealand Handgun* magazines and *ASJ - The political voice of the SSAA* periodically.

If you added up every copy of every other shooting magazine in Australia, they wouldn't even print half the number of our primary magazine, *Australian Shooter*!

SSAA Media & Publications have strict policies on its editorial 'voice'. The best way to familiarise yourself with our style is by reading recent editions of our magazines and this New Writer Information package.

You may want to write about becoming a better hunter, reloading, competitive shooting sports like Field Rifle or Sporting Clays or even just a safety hint. You may be more of a 'political' writer. Whatever your subject matter, read the following guidelines and contact the editorial department before putting ink to paper.

Contact us on edit@ssaa.org.au or 08 8272 7100.

All the best with your writing.

A handwritten signature in black ink that reads "Tim Bannister". The signature is written in a cursive, flowing style.

Tim Bannister
Managing Editor and Executive Director
SSAA Media & Publications

*Political writing will be closely vetted and preference is given to degree qualified authors.



AUSTRALIAN
Shooter

AUSTRALIAN & NEW ZEALAND
HANDGUN

Australian
HUNTER

ASJ

SSAA Media & Publications

New writer information

Updated: 19/09/2008

Copyright

To be published in any of SSAA's publications authors, photographers and artists must sign the SSAA perpetual/joint copyright form and return it to the SSAA Media & Publications office.

The SSAA is a non-profit member-based Association and as such seeks the support of contributors in promoting the shooting sports. While contributors are paid well for first use they will not be paid for subsequent use of work. The SSAA may choose to republish work on its website or in a 'special' or 'best of' publication at a later date.

While this entitles SSAA Media & Publications to reuse manuscripts at any time and without additional payment, it does not restrict the original author's use of their work for their own publishing or overseas publishing. We do ask, however, that stories submitted to the SSAA not be submitted to other Australian magazine shooting publishers. (Books, websites and overseas shooting magazines are permissible.)

Submission guidelines

We recommend you contact (via email, telephone or post) SSAA Media & Publications with a story summary before you send in the article and accompanying photographs. If we are interested in your story idea(s), we will ask for the full and final piece.

However, please understand that acceptance of a story idea does not automatically guarantee publication. You will be notified if your story is suitable for use.

When submitting an accepted story, an electronic copy would be appreciated (email, CD or floppy disk, etc).

Please be aware that as we have many stories awaiting publication, your story may be held in our files for some time.

Content

1. Word length: Please keep stories around 1500 words for basic articles and 2000 words for feature articles, which we would designate as such. Word length for any of our magazines can be extended, but only with prior consultation with the editorial staff.
2. Avoid slang within your writing.
3. Avoid including political opinions within your writing, as the *Australian Shooter* (AS) is not the proper publication for that subject matter. SSAA publishes *ASJ - the political voice of the SSAA* for this purpose.
4. Avoid including anecdotes about firearm accidents/near misses. Always promote safety by positive reinforcement, ie, "be careful climbing the tree"; not, "you'll fall out of the tree if you are not careful".

5. The Association's policy is to promote the one-shot kill and we like to see that reflected within the articles published. Second shots are only taken to ensure the kill is complete.

6. If you are writing about SSAA shooting disciplines or activities (such as Hunting & Conservation projects for instance), remember to uphold the good name of the SSAA. Try to continue this in your personal and public correspondence where appropriate (such as in emails or on internet forums).

Format

1. A4 page
2. 3cm page margins
3. 1.25cm header and footer margins
4. Times New Roman font (or similar)
5. Left aligned, no indentations
6. 12 point text
7. Single space between words and new sentences
8. No space between paragraphs
9. Use bold for headings and sub-headings only
10. Use italics sparingly and for titles of books, movies, etc

Photos

We accept photographic prints, transparencies and digital photos. Color photographs are preferred. Please ensure that your name and contact details are on the back of **each** photographic print, on the side of a transparency or in the title name of a digital file. **We are not responsible for lost or damaged photographic material.**

All photos must have captions with them. Captions should be written at the bottom of the Word document article.

When trying to determine if your photographs are of the appropriate quality, check to make sure they are focused and, above all, sharp. If using digital photos, they should be sharp when viewed full screen on a 15-inch monitor.

Please do **not** include your digital photos in a Microsoft Word document. Send photos as separate .jpg files.

NOTE: When submitting hunting photos, please do not include photos in which you are pictured sitting on your hard-won trophy, as we feel this cheapens the activity of hunting and the trophy.

Email photos to: Kaye Jenkins at edit@ssaa.org.au

(Please include a note saying what article the photos accompany and name them in a way that reflects those details - eg, story = 'John Smith - Calling in hares'; photos = 'John Smith - Calling hares 001').

Post photos to: Kaye Jenkins, SSAA Media & Publications, PO Box 2520, Unley, SA 5061

Product reviews

All product reviews **must** be organised through SSAA Media & Publications. Typically, we will notify you if we are interested in having you review a product for us.

If you are interested in performing a particular review, you must contact SSAA Media & Publications, not the distributor/manufacturer of the product you want to review. We will then contact the relevant party if it is a review we are interested in publishing. This allows us to eliminate reproductions and products that are of little or no interest.

Product reviews should be kept to 1000 to 1500 words. Short and sharp is the key. We prefer all photos of products to be shot with a white background. This allows us to be much more creative with the photos.

Payment

Currently, the base rate for our writers is 20 cents a word, \$20 a photograph and \$200 for a main photograph used on the front cover of one of our magazines. Payment is issued after publication.

We require certain tax information in order to issue payment. We will need to know if you are registered for GST and if you have an ABN. If not, you will need to fill out the appropriate Statement by a Supplier tax form and return Attention:

Alison Slodki
SSAA Media & Publications
Email: recept@ssaa.org.au
Post: PO Box 2520, Unley, SA 5061
Fax: 08 8272 2945



AUSTRALIAN
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AUSTRALIAN & NEW ZEALAND
HANDGUN

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ASJ

SSAA Media & Publications Style Guide

Updated: 19/09/2008

When writing for SSAA Media & Publications, please adhere to the following style guide.

Miscellaneous

- a SSAA member = **not** an SSAA member (we say 'double S double A')
- and/or = **not** and or
- phone numbers written as 1800 555 777 = **no** space between the 1 and 8
- phone numbers written as 08 8272 7100 = **no** brackets around 08
- write 38th (**not** 38th) = the 'th' is **not** superscript
- US dollars written as \$US100 = **not** US\$100 (same for Australian dollars)
- numbers one to nine are spelled out, 10 and up are written as the number
- dates written as August 25, 2000 = **not** 25 August 2000
- years written as 2005/06 = **not** just 2005/6

Mechanics

▪ **Capitalisation**

- animal species in lowercase, except for proper Latin names or when named after geographical location (eg, German shepherd, African gemsbok)
- Association = when referring to the SSAA
- *Australian Shooter* = in full and in italics, not " " marks required
- British Government, Commonwealth Government (government is capitalised when referring to a specific country. No capitals required when talking about a government in general. Same principle for state government)
- capitalise titles within the SSAA (Managing Editor Tim Bannister) and lowercase titles for organisations outside the SSAA (president John Smith). Exceptions would be Prime Minister, Attorney-General
- Mum and Dad = when referring to them by name, not if 'my mum...'

▪ **Abbreviations**

- ASA = Australian Shooting Association
- cm = centimetre (no space between the number and measurement)
- eg, = for example (no full stops)
- ft-lb = foot pounds
- g = gram (no space between the number and measurement)
- ie, = for instance (no full stops)
- Inc = Incorporated (no full stop)
- IPSC = International Practical Shooting Confederation
- kg = kilogram (no space between the number and measurement)
- km = kilometre (no space between the number and measurement)
- lb = pound (no space between the number and measurement)
- m = metre (no space between the number and measurement)
- nm = nanometer

- Nm = Newton metres
- fps = feet per second (no space between the number and measurement)
- SHOT Show/SHOT Expo
- SMLE = Short Magazine Lee Enfield
- SSAA = **not** S.S.A.A
- vs = for versus
 - WWII = World War Two (same with WWI - always use the abbreviation because it saves space)

▪ **Underlining/italics/quotations**

- books and newspapers are *italicised*
 - stories and articles are put in 'single quotes'. Only use double quotes when something has actually been said

Using words

▪ **Spelling/hyphenation**

- .30-calibre bullet
- 12-gauge shotgun
- 20-grain bullet = hyphenated
- 20 grains left... = **no** hyphen
- 5-Stand = **not** Five-Stand, five-stand
- 6mm calibres = **no** spaces between number and measurement
- adrenalin = **no** final 'e'
- Air Gun = sporting discipline
- air gun, air pistol, air rifle = actual firearms
- all round
- all-round = hyphenated when an adjective
- artefacts
- Australia-wide
- back-up
- baitcasting, baitfishing
- barbecue
- bench rest = actual rest for firearm
- Benchrest = sporting discipline
- big-game hunting
- bird-watchers
- black powder
- blueing = with an 'e'
- boat-tail
- bolt-action = unless part of firearm's proper name
- brand-name
- breach = when referring to a breach of contract
- breech = actual part of a firearm
- breechloader, breechloading, breechblock
- bull-bar
- buttplate
- buy-back
- camo = when referring to camouflage
- camp oven
- camp-oven cooking = hyphenated
- campfire, campsite
- carcass

- carry-bag, carry-case, carry-pack
- case-hardened
- centrefire
- cheekpiece
- chequering, chequered = **not** checkering, checkered
- clear-cut
- color = **not** colour (SSAA in-house style)
- commonsense
- cooperate
- coordinate, coordinating, coordinator
- Creedmoor style
- Creedmore = actual firearm
- criss-cross
- cross-hairs
- custom-built, custom-made
- double-action gun
- Down the Line = sporting discipline
- Down Under = **no** quote marks
- downrange, downside
- dry firing
- dry-firing mode = hyphenated
- email = **not** hyphenated
- field-dressed
- first aid
- first-aid kit = hyphenated
- fleur-de-lis
- fluoro
- fly-fishing
- focused = one 's'
- fore-end
- fore-sight = hyphenated when on actual gun
- foresight = when referring to insight
- forestock
- front-sight = hyphenated
- fullbore
- ghillies
- Govt (Colt Govt)
- gun bag, gun case, gun dog, gun owners, gun safe, gun writer, gun shop = two words
- gunmaker, gunmaking, gunsmith, gunshot, gunstock = one word
- gun-metal, gun-rack, gun-range = hyphenated
- hand-held
- handload, handloaded, handloading
- head-mount
- headstamp
- hollow-point = hyphenated
- homemade
- home-range
- Hunter Class = sporting discipline
- inbuilt
- in-depth
- infrared
- Land Rover = Ford 4WD

- LandCruiser = Toyota 4WD
- law enforcement agency
- lawmakers
- lever-action
- lift-out
- lightweight
- line-up
- longarms
- lowlight = conditions of light
- machine-gun
- marketplace
- mid-July/mid-90s = hyphenated
- midway
- muzzle brake
- muzzleload, muzzleloaded, muzzleloader, muzzleloading
- not-for-profit (as an adjective)
- Offhand = sporting discipline
- offhand
- online = **not** hyphenated
- peep-sight
- pocket knife, pocket knives
- point-blank
- policymakers
- program = **not** programme
- proof mark
- psi = leave a space before it and the actual number of psi
- pump-action
- Rapid Fire = sporting discipline
- rapid-fire shooting
- rear-sight
- secondhand
- self-loader
- semicircle
- set up = when referring to starting something
- set-up = hyphenated when referring to the manner or position of setting up
- Shanks's pony
- shortarms
- shotshell
- sidearm
- side by side = when referring to sitting side by side
- side-by-side = hyphenated when referring to a side-by-side shotgun
- sight-in, sighted-in, sighting-in
- sight-picture
- single-shot action, single-shot rifle
- single-stage trigger
- Slow Fire = sporting discipline
- slow-fire shooting
- smallbore
- sought-after
- south-east, north-west = lowercase unless part of proper geographical name
- stand-off
- state-of-the-art

- stock maker
- sub-machine-gun
- subsonic
- supersonic
- swing-through
- takedown
- take-down screw
- tell-tale
- triggerfoot, triggerguard, triggerplate
- trued
- under parts = when referring to the under parts of deer, etc
- underway
- upfront
- up-market
- use-by date
- utilise, utilised = prefer use, used
- vice president = **not** vice-president
- weatherproof
- weather-resistant
- website = **not** web-site or web site
- well-being

▪ **Word Usage**

- a SSAA member = **not** 'an' SSAA member (we say 'double S double A')
- affecting = **not** impacting
- among = **not** amongst
- before = **not** prior
- inquire = **not** enquire
- lead alternative shot = **not** non-toxic shot
- licence = the noun (eg, firearms permit)
- license = the verb (eg, to license, licensed shooters, licensing laws)
- Monday to Friday = **not** Monday through Friday
 - less/fewer than = fewer indicates the countable (the actual number), less indicates amount (value or degree)
- less than = **not** under
- more than = **not** over
- okay = **not** OK or ok
- past = **not** last (unless it is the actual last thing in line or the last action)
- per cent = **not** %
- practice = the noun (eg, habitual or customary performance)
- practise = the verb (eg, to carry out or exercise/pursue a profession)
- revolver = **not** six shooter, six gun
- buck and does = when referring to fallow deer
- stags and hinds = when referring to all other deer
- SSAA = **not** S.S.A.A
- its = when referring to a company or product
- their = when referring to people
- which = when not referring to humans
- who/that = when referring to humans
- while = **not** whilst

▪ Punctuation

- two weeks' notice
- one year's supply
- no comma before the word *and* - unless it is needed for clarity
- use single quotes unless it is something someone actually said, including thoughts (eg, I thought, 'They're never going to believe me.')
- Mr or Mrs = **no** full stop after
- no comma in numbers less than 10,000
- use colons correctly (eg, 'In the final analysis, each has to ask ourselves the question: How good am I?')
- no full stop after email address (eg, 'visit our website at www.ssaa.org.au')
- TV programs in italics, with initial capital letters
- when using superscripts, place the note identifiers:
 - at the end of a sentence or clause, rather than immediately after the words to which they relate
 - before all punctuation marks except the end-of-sentence ones
 - where ever possible, immediately after direct quotations
 - avoid using superscript identifiers in headings

Permission for Perpetual/Joint Copyright

I, _____, hereby grant the SSAA perpetual/joint copyright of any and all articles, photography or art work that I may produce for the *Australian Shooter*, the *Australian Shooters Journal - political voice of the SSAA*, the *Australian Hunter* or the *Australian & New Zealand Handgun* magazines.

I understand that while this entitles the SSAA to reuse any manuscript at any time in any SSAA publication at no additional charge, it does **not** restrict my use of my work for non-shooting publications or shooting books, websites or overseas shooting magazines.

Signed: _____

Date: _____

