



CONTRIBUTORS' GUIDE

Thank you for your interest in becoming a contributor to the Sporting Shooters' Association of Australia Inc (SSAA Inc).





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How to become a SSAA writer/content creator

- Email the relevant Editor with your details; include writing samples, social media profiles and ideas for content.
- If your story idea is deemed suitable, sign the relevant documents on pages [16](#) and [17](#).
- Familiarise yourself with the SSAA website, disciplines and SSAA position statements: ssaa.org.au



[SSAA Position Statements](#)



[SSAA Terminology & Style](#)

Payment

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 publication, they will not be paid for subsequent use of work (see Copyright).

Base rate = 30 cents a word, \$30 a published photograph and \$250 for a cover photo.

Copyright

To be published in any of the SSAA's publications, authors, photographers and artists must sign the SSAA's Permission for Perpetual/Joint Copyright form and, depending on their ABN or hobby writer status, must also complete a Statement by a Supplier. See pages [16](#) and [17](#) for forms.

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 the SSAA to reuse any manuscript at any time, in any of its publications or media and without additional payment, it does not restrict the original author's use of their work for their own publishing (such as novels or memoirs) or overseas publishing. We do ask, however, that stories submitted to the SSAA not be submitted to other Australian shooting, hunting or outdoors magazine publishers.

Editorial contacts:

Allan Blane Managing Editor

(includes *Australian Shooter*, *Australian* and *New Zealand Handgun*)

edit@ssaa.org.au

Thomas Cook Associate Editor

(includes *Australian Hunter*, *Great Australian Outdoors*)

huntereditor@ssaa.org.au

Guides

Story word count:

- *Australian Shooter* – approximately 1500
- *Australian Hunter* – approximately 2000 (less for reviews)
- Other publications – by negotiation

Format:

- Typed in a Word document
- 12pt Times New Roman or common font; left aligned with no spaces between paragraphs or indentations
- Single space between words and new sentences
- Use bold for headings and sub-headings only
- Use italics sparingly for emphasis or writing conventions.
- Check your capitalisations, for example, 'red' and 'rusa' deer are not capitalised. Neither is 'deer', and generic species names. Research what does require capitalisation.

Body copy:

- Aim to use present tense, limiting writing in the first person. At a minimum, use the same tense throughout.
- Incorporate SSAA into text if possible (ie, 'Beretta gave the *Australian Shooter* an opportunity to review the Silver Pigeon' rather than 'I was given the opportunity to review the Silver Pigeon...'). Use 'we' instead of 'I' when it is a better fit (particularly for GAO). For example, 'We visited the Snowy Mountains' or 'our top tip for catching jungle perch is...'
- Always uphold the good name of the SSAA.
- The Association's policy is to promote the one-shot kill and we like to see that reflected within the stories published. Second shots are only taken to ensure the kill is complete, and even then, may be subject to careful wording.
- Do not send drafts. Send final copies that have been gone through complete spelling and grammar checks. (Tip: Use Microsoft Word's Editor tool.)
- The final say on content rests with the Editors. Changes are not made simply for the sake of it and should not be questioned. Correct technical information and terminology will not be amended.
- Unsolicited content may take a long time to be published or not at all.

**Provide written copy
in a Word document**



**Make sure your
images are correctly
named and numbered
before submission**



**Send all content including
Word document, images
or image transfer links in
an email to Editor**

Guides

Product reviews:

- All product reviews must be organised through a SSAA Editor before undertaking the review. Do not contact the distributor/manufacturer on your own.*
- If it is a review we are interested in publishing, we will organise it.* Keep reviews around 1000-1200 words - short, sharp and relevant.
- Firearms, ammunition and other regulated products:
 - Reviewers must ensure they have the proper licensing when in the possession of firearms, ammunition and other regulated products. Reviewers must obey all state and territory licensing laws and regulations including safe transport and storage requirements. Products, while in the possession of the reviewer, are the sole responsibility of the reviewer. While firearms and ammunition are being used, safe handling practices must be ensured. Transportation of firearms must be through an approved carrier.
 - Reviews must include Australian distributor and pricing information. Please ensure all information is accurate, including the exact model number/s.

**This excludes reviews of products you have purchased yourself, although check content with the Editor prior to submission.*



Guides

Images:

Do:

- **All photos must have captions included at the end of the Word document. Image files and captions should have corresponding file names.**
- Aim to keep to 15 images.
- Minimum dimensions for digital photos = 3500 pixels; preferred is 5600x3700 pixels. Typically, minimum 1mb and max 5mb/photo.
- Be mindful of how much blood is present in your photos.
- When photographing shooters with firearms, ensure the firearm is pointed away from the camera (at least 45 degrees away) and in a safe direction away from you and others.
- For product reviews, try to photograph the whole product on a white background and with enough space around the outside of the product. Consider various backgrounds and various sensible positions. This allows our Designers to be much more creative.
- Have brands clearly visible in some photos.
- If hunting, photograph the product in use in the field.
- Shooters should be photographed wearing eye and hearing protection.
- Ensure you have your subject's permission to publish their photograph and indemnify SSAA National against any copyright claims.
- Wear SSAA gear if possible.
- Attach .jpg files in an email.

Do not:

- Edit your images. Please send through raw files.
- Include photos within the Word document or in the body of the email.
- Include photos of you sitting on your hard-won trophy.
- Unless it is an 'action shot' avoid photographing the shooter with his/her finger on the trigger.



Articles and photo delivery:

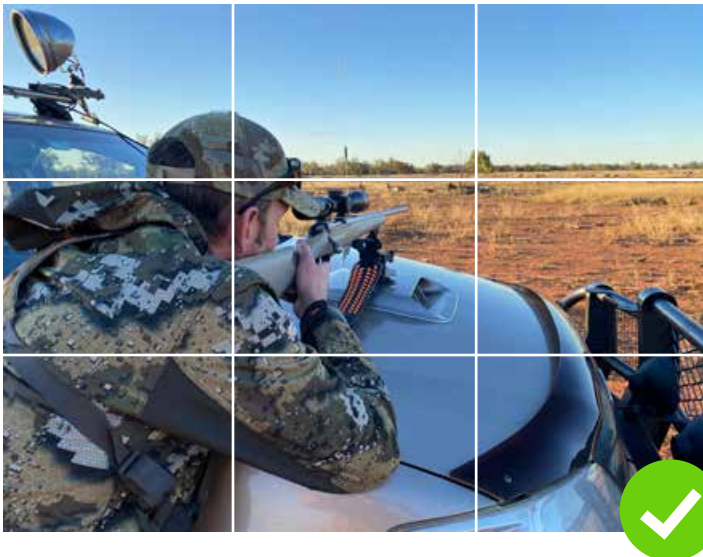
- WeTransfer – very simple and can send up to 2gb free (see wetransfer.com)
- Dropbox
- Via email/s

Photography

While some cameras may be better quality than others, there are a few simple techniques that can greatly enhance the final photograph. Whether you use a DSLR, smartphone, or tablet, these tips can help you capture images that stand above the rest.

Rule of thirds

The rule of thirds is a guideline that divides the image into nine equal parts using two horizontal and two vertical lines. Important elements should be placed along these lines or intersections, creating visually appealing and dynamic compositions. This technique enhances the overall impact of the photograph.



Photography

Leading lines

Leading lines are created by elements guiding the viewer's eye towards the main subject. The lines can be straight, curved, diagonal, or implied. Using them strategically can add depth, movement, and flow to images, enhancing them and drawing attention to the subject.



Depth of field

Depth of field uses the range of distances within a scene to appear in or out of focus. It's influenced by aperture size, focal length and distance from the subject. A shallow depth of field blurs the background and isolates the subject, while a deep depth of field captures more detail. Understanding it helps convey mood, direct attention and enhance storytelling in images.



Photography

Tell a story

Firing a shot is over in the blink of an eye. Some of the best photos of products come from when they aren't even in use. Try and snap some candid photos and you might be surprised at how effective they can be. These are great windows into reality and can help convey mood, conditions and feelings.



Photography

Points to remember

- Living animals make for great photos.
- Try not to use zoom as this can decrease the image quality.
- Give the image subject plenty of space. It's easy for our Designers to crop this down later.
- Brand logos on clothing are good for marketing, make sure they match the product.
- Keep it simple. Less clutter creates a cleaner photo.



Videography

SSAA TV

SSAA TV provides informative videos to members and the greater public. These films include product reviews, shooting advice, hunting trips, recipes and more.

Production

Through our Facebook, Instagram and YouTube channels, our digital reach is huge. While planning your video, make sure you cater to all viewers. Spend time preparing and create a script. If you have a lot to say, break it up into smaller parts. If you want to focus on something up close, include close-ups in the b-roll. It's important to name all files correctly so our Editors can piece it all together.

Equipment

To create high-quality videos, you need a reliable camera and versatile lenses. Whether it's a professional DSLR or a mirrorless camera with 4K capabilities, choose one that meets your needs and budget. Look for lenses that offer sharpness and versatility, enabling you to capture a variety of shots with clarity and detail.

Get a tripod or gimbal stabiliser to ensure smooth and stable camera movements for professional-looking videos.

Good audio quality is essential for videos. Get a quality external microphone to capture clear audio and minimize background noise. Different types of microphones suit different styles of videos, so do some research into what will best suit you.

Good lighting is crucial in videography. While natural light is best, it's not always dependable. LED panels or softboxes can help control and improve lighting, making your footage look professional.

Accessories like memory cards, extra batteries, and camera bags are crucial. They ensure you're always prepared for any shooting situation, allowing you to focus on capturing stunning footage without issue.

Editing

Our in-house team will take care of everything from editing to uploading the final product, so there is no need for you to edit your film.

Videography

Tips and tricks

Composition: Use photography techniques like rule of thirds and depth of field to create visually appealing shots.

Lighting: Film in well lit areas. Avoid filming in dark areas or harsh sunlight.

Stability: Keep your camera level and steady to avoid shaky footage.

Focus: Ensure your subject is in focus throughout the video.

Audio: Invest in a quality microphone and avoid distracting background noise.

Storytelling: Plan shots and sequences to create engaging content.

Variety: Experiment with different shots, angles, and camera movements.

Timing: Pace your video appropriately to maintain viewer interest.

Quantity: Include b-roll footage to help keep the video from becoming stagnant.

Backup: Be prepared with extra batteries and memory storage accessible if needed.

Video delivery:

- WeTransfer – very simple and can send up to 2gb free (see wetransfer.com)
- Dropbox



We look forward to working with you!



Publications & Media

AUSTRALIAN
Shooter
THE MAGAZINE FOR SPORTING SHOOTERS

Australian
HUNTER
AUSTRALIA'S FAVOURITE HUNTING MAGAZINE

AUSTRALIAN & NEW ZEALAND
HANDGUN

Great Australian
OUTDOORS

SSAATV

Permission for Perpetual/ Joint Copyright

I, _____, hereby grant the SSAA perpetual/joint copyright of any and all articles, photography or artwork that I may produce for all SSAA publications.

I understand that while this entitles the SSAA to reuse any manuscript at any time, in any of its publications or media and without additional payment, it does not restrict my use of my work in non-shooting magazines, books or websites; non-hunting magazines, books or websites; overseas shooting magazines; overseas hunting magazines; or any personal memoirs or books I may wish to publish.

I also understand that by signing this form, I agree to follow to the best of my ability the rules and guidelines described in the 'New Writer Package'.

Signed: _____ Date: _____





www.ssaa.org.au



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