

THE MAGAZINE OF THE AMERICAN ROSE SOCIETY

AMERICAN ROSE

2010 WRITER'S GUIDELINES WWW.ARS.ORG

Thank you for your interest in the *American Rose*. The magazine is the official publication of the American Rose Society and is mailed monthly to more than 15,000 members. *American Rose* is widely read by new and long-time rose enthusiasts around the world. The key to the magazine's success is quality editorial, photography and artistic content about all aspects of growing and enjoying roses.

Our primary purpose is to promote rose culture. We want to inspire enthusiasm, link people together and create a positive image of the American Rose Society.

We sincerely welcome all contributors to *American Rose* and offer the following guide to assist you. Our staff is always happy to discuss specific story angles or other contributions. For further information please contact:

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EDITORIAL POLICY

The ARS is a non-profit educational organization and can offer no remuneration for your contribution. We will use your byline and send you two complimentary copies of the issue after printing.

All submissions are assumed to be original work. Please cite all sources of information used within your work.

All articles are forwarded to the Editorial Advisory Committee where they are read by rose-growing peers and checked for accuracy.

THE OUTLINE

Please send us an outline of your proposed story to insure your particular subject has not already been assigned to another writer. We will contact you as soon as possible and send you a production schedule once your outline has been approved.

ARTICLE LENGTH

One page articles will generally accommodate 500-850 words, allowing space for headlines and art. However, we are looking for substance and prefer more copy to less, making edits if necessary.

Two-page articles with three to five photographs are the most common format. Three and even four page articles are occasionally used if the topic is of great interest, the artwork is especially good or the writing style is exceptionally strong.

PHOTOGRAPHY AND ILLUSTRATIONS

Photographs and illustrations improve every story. We prefer to receive electronic images. However, color prints are accepted. Electronic images must be 300 dpi resolution.

If a picture is selected to run as a full-page or cover photo it will have to be enlarged 800-1,200 percent. Therefore, we will only consider the absolute best photos for the cover. We consider both vertical and horizontal formats for cover photos. We reserve the right to digitally image a photo or manipulate it in any manner we deem desirable.

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Please include in your letter if you grant permission for us to file your photo in our art library. You will be given proper credit every time your photo is used. We do not loan our art out for profit making ventures.

Please send proper mailing containers and postage to ensure the safe return of your photos/illustrations.

GRAMMAR, PUNCTUATION AND SPELLING

The *Associated Press Stylebook* and the *Chicago Manual of Style* are currently used by the editorial staff. Please check all rose names in *Modern Roses* or the *Handbook For Selecting Roses*. Please see the attached *Style Rules for American Rose*.

CONTACT

Please include your address, daytime phone number, fax number and E-mail address.

BE ENTHUSIASTIC

Your writing should share not only your knowledge about the subject, but your enthusiasm as well. Write in the active voice. Keep your words, sentences and paragraphs short to promote understanding and ease of reading.

TEST YOUR LEAD

Your lead sentence is the most important sentence in your entire story. It must get the attention of your readers and convince them to read the rest of the story. Does it get your attention? What is the implied promise to your readers?

KEEP YOUR PROMISE

Be certain you kept your promise in your writing. For example, does your lead state that you can create an award-winning rose arrangement in 30 minutes, but your writing indicates an afternoon of shopping for supplies? If necessary, rewrite the lead so it promises only what you deliver, or rewrite your story to keep the promise.

WHAT'S YOUR ANGLE?

It would be impossible to write an article about growing roses because of the many aspects of growing. Instead, you might focus your writing on fertilizing roses in the summer months in a specific area or a new watering technique you have discovered.

Test your paragraphs to be sure they relate to your specific angle, and if not, take them out. Or if you discover that your story about a watering technique overlaps with the how-to of building and installing a watering system, maybe you need to broaden your angle.

ANECDOTES AND QUOTES

Anecdotes improve any article. Readers love them and rarely forget them. Anecdotes can bring your story to life. Direct, lively quotes are another way to bring your story to life, but too many can create a clumsy story. Use them only when they give good information and advance the story.

WHAT SHOULD READERS BE ABLE TO DO AFTER READING YOUR ARTICLE?

If you have written about visiting a particular garden, be sure to include the details such as: location, cost, phone number, hours, etc. If you have written about building a new rosebed, include a list of materials needed. Be sure to include any pertinent information you used while writing the article, this information could be used as a sidebar.

GET FEEDBACK FROM SOMEONE WHOSE OPINION YOU VALUE

It is sometimes difficult to be objective about something you have poured your heart and soul into. Ask a trusted friend or loved one to read your article and give you their thoughts.

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2010 STYLE RULES WWW.ARS.ORG

We follow the *Associated Press Stylebook* and *The Chicago Manual of Style*. Some exceptions to these rules and a few unique style rules follow:

- When using a city and state — use commas before and after the state. We use the US Post office two-letter abbreviations. *The convention will be held in Dallas, TX, early next year.*
- All rose names must be verified for spelling.
- Exhibition rose names appear in single quotes, i.e. 'Fragrant Delight'
- If a synonym or common name is used for clarification it should follow in regular type in parentheses, i.e. 'Apothecary's Rose' (Red Rose of Lancaster).
- Species roses are in italic type, no quotes, i.e. *Rosa banksiae*.
- Second references to species roses use the abbreviation R., i.e. *R. banksiae*.
- Abbreviate titles in names, i.e. Madame Bravy should be 'Mme Bravy'; 'Mademoiselle Alice Furon' should be 'Mlle Alice Furon'
- There are no periods in titles, i.e. 'Mr Lincoln', 'Mrs B. R. Cant'
- Rosebeds, rosebuds, rosebushes, blackspot - one word, please.
- Consulting Rosarian, Horticultural Judge, Arrangements Judge - uppercase, please.
- All rose classes are lowercase, i.e. *hybrid teas, old garden roses, bourbons, chinas, etc.* The exceptions are the abbreviations for hybrid tea, HT, and old garden rose, OGR.
- We follow the AP rule of not using a comma before the “and” in a list of items. We occasionally use the comma if the list uses phrases. *You will need tape, wire, ribbon and flowers to make a corsage. Gardeners should remove the grass, till the soil, add soil amendments, and then mix the soil gently.*
- Write out numbers one through nine. Use numerals for 10 and above even if this creates mixed uses in a single sentence. Always use numerals for dimensions and measures. *The 6-foot x 12-foot shelter protected the two children as they waited for the bus along with the other 20 children.*
- Write out the words inch, inches, foot, feet, yard, etc. *You should place the cuttings in a 6-inch pot.*
- No apostrophes when making plurals, i.e. *HTs, OGRs*. Exception is single letters such as *Mind your P's and Q's*.
- Write out percent. i.e. *More than 60 percent of rose growers find this method effective.*
- The word Queen when used as Queen of Show or a shortened version of Queen of Show is uppercase.
- Brand names are in italics, i.e. *Daconil, Mills Magic, Banner-Maxx*
- The proper term for the society recognition is Gold Honor Medal or Silver Honor Medal rather than Gold Medal or Silver Medal.
- Use lowercase for e-mail.
- Abbreviate names of months.