



# Journal Submission Guidelines

Updated January 2022

You don't have to be a professional writer and you don't have to be a professional in the field of native plants and/or natural landscaping to have your work published in the *Wild Ones Journal*. We're open to submissions from anyone who has something interesting to say on topics that relate to the Wild Ones mission and are of interest to our readers. All we ask is that you submit original material with no copyright restrictions, and that you present your material in a format we can use. Our editorial staff will do everything within reason to help get your work into the *Wild Ones Journal* as long as you follow our guidelines listed below.

If you have an idea for a *Journal* article, please email [journal@wildones.org](mailto:journal@wildones.org) with a detailed description of the potential subject material. If you have photos applicable to the article, please note that in your email, along with a description of the photos. If you have already written a draft of the article, it can be included in the body of the email or attached as a Microsoft Word, rtf document or PDF file.

**The *Journal* is planned out approximately 12 months in advance.** It may take several issues before your idea can be incorporated into the publication. Occasionally, an article is pushed back due to unforeseen circumstances such as a pressing issue that needs to be addressed in the *Journal*. Don't despair – the article will just be rescheduled for a future edition!

## **IF YOU ARE WRITING AN ARTICLE FOR SUBMISSION:**

Once the editor has approved your story idea, she will give you a limit on the number of words you can submit. Most stories are between 500-1,000 words. Occasionally, when the topic demands it, we run stories up to 2,000 words. But the editor will always reach out to you and give you a word count, as well as any photo or graphic needs required for your story. In general, we ask for six-eight photos to accompany each story. While we may not be able to get all those photos in, it does give our graphic designer flexibility in laying out your story.

If the editor has asked you to write an article, please be aware that we are counting on that piece being included in a specific issue. Please make sure you submit the article no later than the deadline given by the editor or email the editor at [journal@wildones.org](mailto:journal@wildones.org) as soon as you know you cannot meet that deadline. This ensures the *Journal* is full of the information members need, and is distributed on time as scheduled.

## **GUIDELINES FOR EDITORIAL MATERIAL**

Articles and other material should relate to planning, planting, maintaining or advocating of gardens and landscapes of native plants, as well as general topics such as biodiversity, climate change or botany. Articles may discuss their use on private property or in public spaces. Be sure to include Latin/scientific names with all common plant names.

We're always open to unsolicited material, but we reserve the right to accept, reject, and edit such material. **Our editors and proofreaders will try to keep your story in your "voice," but sentences or paragraphs may be rewritten if they are confusing or awkward. However, the editor will consult**

**with you on any major edits.** As a 501(c)3 organization, we must abide by certain parameters with regard to politics and religion. Articles must also follow the Wild Ones mission, position statements and visions and goals.

### Mission

Wild Ones is first an educational organization, and secondly an advocate that promotes environmentally sound landscaping practices to preserve biodiversity through the preservation, restoration and establishment of native plant communities. Wild Ones defines a native plant as a species that occurs naturally in a particular region, ecosystem and/or habitat and was present prior to European settlement.

### Position Statements

Wild Ones has position statements on natives, local ecotypes and hardiness zones. Visit <https://wildones.org/position-statements/> to learn more.

### Visions and Goals

Wild Ones strives to become a widely recognized voice for native plants and the sustainable landscaping movement, promoting increased use of native plantings that create living landscapes through grassroots efforts by example, education, marketing, and personalized support.

- We will raise public awareness regarding the benefits that native plants, including trees, shrubs, wildflowers and grasses, offer in a variety of settings so landscaping with native plants becomes the norm rather than the exception.
- We will persuade the general public that including native plants in home and public landscapes is aesthetically pleasing and healthier for our environment, and that reducing unnecessary turf grass reduces storm water runoff and unnecessary use of water, fuel, and lawn chemicals.
- We will see the use of native plants extend into an increasing number of areas where plants touch the soil – such as pollinator support and public places.
- We will join forces with others to preserve native plants and biodiversity from loss due to development and other forces, including displacement by non-native invasive plants.

We sometimes ask people to write material for the *Wild Ones Journal*. In such cases, we still reserve the right to accept or reject the material, and will edit as necessary.

While we make every effort to get your article into print as soon as possible, the editor retains the right to set publication dates for all articles. Many articles are scheduled out a year in advance.

If your material includes copyrighted information, you must furnish the editor with a copyright release from the copyright holder. This includes written material and artwork. All rights revert to contributors.

So that we can consult with you on revisions, publication dates, and other questions, be sure to include full contact information, including your full name, address, phone number and email address. Also include a brief statement about yourself, suitable for inclusion in the *Wild Ones Journal*. If you're a Wild Ones member, include your chapter name.

Wild Ones does not pay for the use of submitted materials. Address initial inquiries and submissions to Barbara A. Schmitz, *Wild Ones Journal* editor, at [journal@wildones.org](mailto:journal@wildones.org).

## **SUBMISSION FORMATS**

We prefer email submissions. Send your material as a Microsoft Word, PDF or rtf file or include your material in the body of your email. Send to Barbara A. Schmitz, *Wild Ones Journal* editor, at [journal@wildones.org](mailto:journal@wildones.org).

If you submit your material as hard copy, please type your article in a legible typeface, black print on white paper. Mail to Barbara A. Schmitz, *Wild Ones Journal* Editor, at 1705 Graber St., Oshkosh, WI 54901.

### DEADLINES FOR SUBMISSION

- Winter (December/January/February) deadline is Nov. 1
- Spring (March/April/May) deadline is Feb. 1
- Summer (June/July/August) deadline is May 1
- Fall (September/October/November) deadline is Aug. 1

### JOURNAL STYLE GUIDE

The *Wild Ones Journal* follows Associated Press Style with a few exceptions. The following are a few common style errors we see in many submissions:

- **After each plant, use the *Genus species* format, both in stories and cutlines:** Jacob's ladder (*Polemonium reptans*)
- **Bees:** carpenter bee, sweat bee: Two words; honeybee, bumblebee: One word
- **Birds:** In general, lower case the names of all bird unless starting a new sentence. (For example, downy woodpecker, American robin, mourning doves, northern cardinal)
- **Butterflies:** Lowercase. (For example, monarch butterfly or monarch, blue swallowtail, painted lady, etc.)
- **Chapter name:** Chapter name (State) Chapter on first reference. For example, Fox Valley Area (Wisconsin) Chapter
- **Commas:** In a simple series, a comma is not needed before "and" (For example, My children are named Sarah, Lucas and Laura.)
- **Composition titles:** Apply these guidelines to the titles of books, movies, plays, poems, albums, songs, operas, radio and television programs, lectures, speeches and works of art:
  - Capitalize all words in a title except articles (a, an, the); prepositions of three or fewer letters (for, of, on, up, etc.); and conjunctions of three or fewer letters (and, but, for, nor, or, so, yet, etc.) unless any of those start or end the title.
  - More detail:
    - Capitalize prepositions of four or more letters (above, after, down, inside, over, with, etc.) and conjunctions of four or more letters (because, while, since, though, etc.)
    - Put quotation marks around the names of all such works except the Bible, the Quran and other holy books, and books that are primarily catalogs of reference material. In addition to catalogs, this category includes almanacs, directories, dictionaries, encyclopedias, gazetteers, handbooks and similar publications.
- **Doctor:** Use Dr. in first reference as a formal title before the name of an individual who holds a doctor of dental surgery, doctor of medicine, doctor of optometry, doctor of osteopathic medicine, doctor of podiatric medicine, or doctor of veterinary medicine: Dr. Jonas Salk.
  - The form Dr., or Drs. in a plural construction, applies to all first-reference uses before a name, including direct quotations. Do not continue the use of Dr. in subsequent references.
  - Do not use Dr. before the names of individuals who hold other types of doctoral degrees. Instead, when necessary or appropriate: Cassandra Karoub, who has a doctorate in mathematics, was lead researcher. U.S. first lady Jill Biden, who has a doctorate in education, plans to continue teaching. U.S. second gentleman Doug Emhoff, a lawyer, is joining the faculty of Georgetown Law.
  - In a list: Stephanie Sanchez, Ph.D.

- **Insects:** (Including crickets, dragonflies, damselflies, beetles, ants and others not included in this list) Lowercase (For example, tree cricket, emerald dragonfly, ebony jewelwing damselfly, etc.)
- **internet:** Should be lowercased.
- **Joe-pye weed**
- **life cycle:** two words
- **long term, long-term:** Two words, hyphenated as a modifier: We will win in the long term. He has a long-term assignment.
- **Nonnative:** No hyphen
- **Numbers:** In general, spell out one through nine: The Yankees finished second. He had nine months to go. Use figures for 10 or above and whenever preceding a unit of measure or referring to ages of people, animals events or things.

**Use figures for:**

- **Addresses:** 210 Main St. Spell out numbered streets nine and under: 5 Sixth Ave.; 3012 50th St.; No. 10 Downing St. Use the abbreviations Ave., Blvd. and St. only with a numbered address: 1600 Pennsylvania Ave. Spell them out and capitalize without a number: Pennsylvania Avenue.
- **Ages:** a 6-year-old girl; an 8-year-old law; the 7-year-old house. Use hyphens for ages expressed as adjectives before a noun or as substitutes for a noun. A 5-year-old boy, but the boy is 5 years old. The boy, 5, has a sister, 10. The race is for 3-year-olds. The woman is in her 30s. 30-something, but Thirty-something to start a sentence.
- **Centuries:** Use figures for numbers 10 or higher: 21st century. Spell out for numbers nine and lower: fifth century. (Note lowercase.) For proper names, follow the organization's usage.
- **Court decisions:** The Supreme Court ruled 5-4, a 5-4 decision. The word to is not needed, except in quotations: "The court ruled 5 to 4."
- **Dates, years and decades:** Feb. 8, 2007, Class of '66, the 1950s. For the Sept. 11, 2001, terrorist attacks, 9/11 is acceptable in all references. (Note comma to set off the year when the phrase refers to a month, date and year.)
- **Dimensions to indicate depth, height, length and width:** He is 5 feet, 6 inches tall, the 5-foot-6 man ("inch" is understood), the 5-foot man, the basketball team signed a 7-footer. The car is 17 feet long, 6 feet wide and 5 feet high. The rug is 9 feet by 12 feet, the 9-by-12 rug. A 9-inch snowfall. Exception: two-by-four. Spell out the noun, which refers to any length of untrimmed lumber approximately 2 inches thick by 4 inches wide.
- **Distances:** He walked 4 miles. He missed a 3-foot putt.
- **Millions, billions, trillions:** Use a figure-word combination. 1 million people; \$2 billion, NOT one million/two billion. (Also note no hyphen linking numerals and the word million, billion or trillion.)
- **Monetary units:** 5 cents, \$5 bill, 8 euros, 4 pounds.
- **Rank:** He was my No. 1 choice. (Note abbreviation for "Number"). Kentucky was ranked No. 3. The band had five Top 40 hits.
- **Sequential designations:** Page 1, Page 20A. They were out of sizes 4 and 5; magnitude 6 earthquake; Rooms 3 and 4; Chapter 2; line 1 but first line; Act 3, Scene 4, but third act, fourth scene; Game 1, but best of seven.
- **Political districts:** Ward 9, 9th Precinct, 3rd Congressional District.
- **Speeds:** 7 mph, winds of 5 to 10 mph, winds of 7 to 9 knots.
- **Temperatures:** Use figures, except zero. It was 8 degrees below zero or minus 8. The temperature dropped from 38 to 8 in two hours.
- **Times:** Use figures for time of day except for noon and midnight: 1 p.m.; 10:30 a.m.; 5 o'clock; 8 hours, 30 minutes, 20 seconds; a winning time of 2:17:3 (2 hours, 17 minutes, 3 seconds). Spell out numbers less than 10 standing alone and in modifiers: I'll be there in five minutes. He scored with two seconds left. An eight-hour day. The two-minute warning.

### **Spell out:**

- ***At the start of a sentence:*** In general, spell out numbers at the start of a sentence: Forty years was a long time to wait. Fifteen to 20 cars were involved in the accident. An exception is years: 1992 was a very good year. Another exception: Numeral(s) and letter(s) combinations: 401(k) plans are offered. 4K TVs are flying off the shelves. 3D movies are drawing more fans.
- ***In indefinite and casual uses:*** Thanks a million. He walked a quarter of a mile. One at a time; a thousand clowns; one day we will know; an eleventh-hour decision; dollar store; a hundred dollars.
- ***Ordinal numbers used to indicate order:*** Spell out first through ninth: fourth grade, first base, the First Amendment, he was first in line. Use figures starting with 10th.
- Use commas in numbers larger than 1,000.
- **rain garden:** Two words
- **rainwater:** One word
- **rusty patched bumblebee (*Bombus affinis*)**
- **seedpod:** One word
- **stormwater:** One word
- **taproot:** One word
- **titles:** In general, confine capitalization to formal titles used directly before an individual's name.

### ***The basic guidelines:***

- Lowercase: Lowercase and spell out titles when they are not used with an individual's name: The president issued a statement. The pope gave his blessing.
  - Lowercase and spell out titles in constructions that set them off from a name by commas: The vice president, Kamala Harris, was elected in 2020. Pope Francis, the current pope, was born in Argentina.
  - Capitalize formal titles when they are used immediately before one or more names: Pope Francis, President Joe Biden, Vice Presidents Yukari Nakamura and Vanessa Smith.
  - A formal title generally is one that denotes a scope of authority, professional activity or academic activity: Sen. Catherine Cortez Masto, Dr. Benjamin Spock, retired Gen. Colin Powell.
  - Other titles serve primarily as occupational descriptions: astronaut Sally Ride, poet Maya Angelou.
  - The following formal titles are capitalized and abbreviated as shown when used before a name both inside and outside quotations: Gov., Lt. Gov., Rep., Sen. and certain military rank.
- **yellow jacket:** Two words

## **GUIDELINES FOR PHOTOS AND OTHER ARTWORK**

There's a big (and sometimes surprising) difference between photographs that look good in your hand or on your computer screen, and photographs that are properly exposed, have enough detail, and are sharp enough to deliver a message in the *Journal*. We don't expect professional quality photographs, but here are a few things to consider before sending us your photos:

### **BASIC PHOTOGRAPHIC ELEMENTS**

**Composition.** When your photo appears in the *Wild Ones Journal*, it will probably be a lot smaller than your original. Generally speaking, think in terms of filling your viewer/frame with the subject so everyone can see the object of the photo when it's re-sized to fit into the *Wild Ones Journal*. Rather than stepping back "to get everyone and everything" into the scene, move in for a close-up. Please don't use television framing, with just a head and sky. Frame plants and people from the soil and feet include heads. With plants, be sure to include leaves with the flower.

**Exposure.** Try your best for even exposure when shooting your photos. If your photo has lots of very light areas along with very dark areas, much of the detail you see in your photo may disappear once

the photo appears in the *Wild Ones Journal*. If your photo is over-exposed or under-exposed (too light or too dark) we'll do what we can with it, but poorly exposed photos will always print with loss of detail. The best way to eliminate too much contrast in digital photos is to shade your subject with an umbrella or your own shadow. Or wait for an overcast day or when the subject is in a shadow.

**Focus.** Holding the camera steady will go a long way toward getting great photos. We can use professional photo-editing software to help “sharpen” photos that are already relatively sharp, but no software can turn a fuzzy photo into a sharp rendition.

OK, that takes care of the basics. Here are some guidelines that relate to digital photos and scans in particular:

## DIGITAL PHOTOS

### *What To Do:*

1. Remember the photographic basics mentioned above.
2. Make sure your camera is set on “high quality” when you take photos for publication.
3. Stay in the RGB color mode, which is the default setting for almost every digital camera.
4. Save your photo files in PSD, TIFF or high-quality JPEG formats. Avoid any “low-quality” settings.
5. When emailing photo files, send no more than three or four high-resolution photos attached to each email. Or, if you prefer, share the photos with the editor via Dropbox, Google Drive, or other sharing sites.
6. Include caption information for each photo, as well as the name of the person who took each photo.
7. If you did not take the photos yourself, include a statement of permission to publish from the copyright holder.
8. Include your name and contact information so the editor can reach you with questions.
9. Before emailing photo files that are over 4 megabytes in size, send us a note at [journal@wildones.org](mailto:journal@wildones.org) so we'll know that they are coming. If you don't hear back from us, email us again. It could be that the file was so big we didn't get it. Really, we aren't ignoring you.

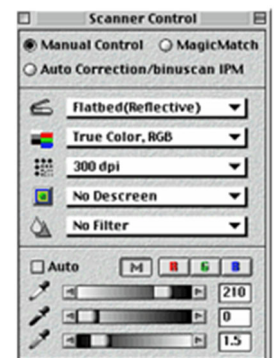
### *What Not To Do:*

1. Send us the original photo. Do not change, enhance or crop it in any way.
2. Don't use the “time and date” feature on your camera. It's time-consuming and sometimes impossible for us to remove those numbers from the photo without degrading your image.
3. Don't save JPEG files at high compression. The higher the degree of compression, the more chance for JPEG artifacts and jagged images, resulting in lower image quality.
4. Don't tag your files or embed profiles from any color management system into your files.
5. Don't embed your photo files in a Word file, PDF file or any other kind of file. It's often difficult or impossible for us to extract a useful image from these files.

## SCANS OF PHOTOGRAPHS OR ILLUSTRATIONS

### *What To Do:*

1. Scan your photographic prints or illustrations using a good scanner.
2. Clean the scanner glass before scanning and wipe away any dust on your image.
3. Lay your images on the scanner as straight as possible. Rotating later in an image-editing application can cause loss of quality.
4. In most cases, unless your original photos or illustrations are very large (8x10 or larger), set your scanner to scan the images at 100% at 150 ppi. Create your scans in RGB color mode and keep them in RGB mode. Your scanner software may refer to RGB as “full color,” “true color,” or maybe just plain “color.” It's almost a sure thing this will mean RGB.
5. Go for the best scans you can get. If you're not satisfied with your first scan, try



- again after making adjustments to your settings. Any adjustments made after the scans are created have the potential for lowering image quality, even while making the pictures seem to look “better.” So work at getting the best possible results directly from the scanner.
6. Save your files in PSD, TIFF or high-quality JPEG formats.
  7. Keep a copy of all the files for yourself.
  8. When emailing your scans, send no more than three or four scans attached to each email. Or, if you prefer, share the scans with the editor via Dropbox, Google Drive, or other sharing sites.
  9. Include caption information for each scan, as well as the name of the person who took the photos or created the illustrations.
  10. If you didn't take the photos or created the illustrations, include a statement of permission to publish from the copyright holder.
  11. Include your name and contact information so the editor can reach you with questions.
  12. Before sending scans that are over 4 megabytes in size, send us a note at [journal@wildones.org](mailto:journal@wildones.org) so we know they are coming. If you don't hear back from us, email us again. It could be that the file was so big we didn't get it.

*What Not To Do:*

1. Don't try to “improve” your images by using software like Adobe Photoshop to sharpen the images, correct a “red eye” problem, make major adjustments to the darkness or lightness of the photos, etc. Let our graphic artist take care of those improvements.
2. Don't embed your scans files in a Word file, PDF file or any other kind of file.
3. Don't save JPEG files at high compression. The higher the degree of compression, the more chance for JPEG artifacts and jagged images, resulting in lower image quality.
4. Don't tag your files or embed profiles from any color management system into your files.

You should also understand that occasionally we will alter your original photos. That could include cropping, adding gradient backgrounds, creating clipping paths so text can wrap around a photo, etc.

If you have any questions on these policies, please contact Editor Barbara A. Schmitz at [journal@wildones.org](mailto:journal@wildones.org). Thank you for your interest in *Wild Ones Journal*.