

Guidelines for BRAA newsletter articles

The BRAA offers 10 newsletter issues each year and welcomes articles of interest to its membership such as art-related experiences, resources, and other information. Please use the following guide when writing your article.

1. Choose an art-related topic

Members typically enjoy reading about the art experiences of others. Workshop critiques, personal art journeys, new materials or techniques, art history, museum exhibits ... if you find it interesting and relevant your reader probably will, too.

2. Consider length and format

Due to space constraints (and short attention spans), please keep your article **under 1000 words** (if using Microsoft Word, word count can be found under the Tools tab). Articles over 1000 words will be cut to fit. Keep it short and concise. Use bullets, short sentences, and lots of paragraphs. If topic is complex, suggest additional resources or contacts for more information. Use single spacing, with double spacing between paragraphs.

3. Write a killer headline

Use lively, interesting headlines to grab your readers' attention and make them want to read further. Where possible, use active verbs. Headlines that are too wordy will be edited.

4. Follow standard newspaper style

Use a journalism writing style. In general, we follow the Associated Press (AP) guidelines. Address who, what, where, when, why, and how early on and flesh out remaining information in the subsequent paragraphs. When writing about another person, use his or her full name in the first instance, then last name only in subsequent references.

5. Be straightforward

Use simple language and active verbs. Avoid using jargon and in general, save personal opinions for direct quotes. Use interesting facts and statistics where appropriate to add credibility to your article. To avoid copyright issues, cite sources for quotations and facts.

6. Provide images/pictures

Select images that will enhance your article. Images should be of medium to high resolution in jpg format. Always provide the photographer's name and include a caption for each photo.