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UWEX Lakes

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Lake Tides Article Guidelines

About Lake Tides

The UW-Extension Lakes Program, based at UW-Stevens Point, has published *Lake Tides* since 1975. This quarterly newsletter reaches about 26,000 homes and businesses.

General Guidelines

Lake Tides tries to portray itself as an easy to read, friendly, generally non-technical newsletter. The average reader is an inland lake property owner, white, about 60 years old, with a high degree of education and is politically active. Many state agency staff also read *Lake Tides*. We ask that you write in a conversational manner with those “Ah-ha” sorts of details that will get someone to say, “Did you hear about this?”

Submission and Article Specifications for Lake Tides:

Format: Microsoft Word (please do not embed photos or graphics in the text)

Don’t worry about formatting; we will be editing the article for grammar, spelling and fit. We reserve the right to do final editing and will contact you if we feel any major changes were made or need to be made.

Photos & Illustrations: If you have a specific photo to use, JPEG files of 300 pixels per inch (or higher) are preferred. If you have suggestions for art, please give us two weeks lead time to allow our artist to do the drawing (pencil & ink).

By-line: If you would like a by-line, or have others that contributed to the work please add the names as you would like them printed.

Questions/Suggestions: Please feel free to contact the editor, Amy Kowalski, at 715-346-4744 or akowalsk@uwsp.edu with questions, thoughts or ideas.

Article deadlines:

Winter issue: First week of January
 Spring issue: First week of April
 Summer issue: Last week of June
 Fall issue: First week of October

Lake Tides “hits the streets”

Winter issue: early-mid February
 Spring issue: mid-late May
 Summer issue: early August
 Fall issue: early-mid November

Article length:

Lead articles: 1000-1500 words
 One-page articles: 400-500 words with one image; 700 words with no images
 Informational box: 75-200 words