



# WILPF US eNews Article Writing Guidelines & Expectations

(Last updated: August 2025)

## GENERAL SUBMISSION GUIDELINES

- Please submit articles, images, and questions to WILPF US eNews editor Emily Franko at this email address: [emily.wilpfeditor@gmail.com](mailto:emily.wilpfeditor@gmail.com).
- When submitting, please use the subject line "ATTN: [INSERT MONTH] eNews submission."
- Please send all submissions in a document in a direct email. Please do not submit something for the eNews by copying the editor on or forwarding an email conversation.
- Please be sure you include the following items in your submissions:
  - Title
  - Byline (name and branch/committee affiliation)
  - Article text
  - Image (optional)
  - Image caption (if submitting a photo)

## THE TWO-WRITERS RULE

All articles must be (at least) reviewed and edited by a second person who may share the authorship credit (byline). The hope here is that both writers will have input in writing the drafts of the article. At *the least*, each writer should carefully review, edit, and proofread the final draft of the article, prior to submission.

## AUDIENCE

Each eNews is emailed to our members and "subscribing" non-members, and all articles are posted to the WILPF US website, where they are viewable by the public. The contents of some articles will also be posted to WILPF's FB page, where they may be viewed by anyone. You should always consider what you submit to be 100% viewable by the public as you decide what information to include in your article.

## IMAGES

- Images are **optional**. If you do not submit an image, the editor will choose an image to be used with your story.
- Send **high-resolution** images whenever possible. (For those who are tech inclined, the minimum width is 700 pixels.)
- **Please ensure you have permission** to use any image you submit. This is very important, as we must respect copyright laws. Just because WILPF is a nonprofit organization does not allow us

to use images taken from other websites, especially news websites that use professional photographers.

- Please **submit the image as a separate file (jpg or png)** when emailing your submission—not inserted into the document that includes your text.
- If you submit an image, please also **submit a caption** that includes the source of the image (please provide the photographer’s name if the image is a photo).

## **GUIDELINES FOR SHORT ITEMS: “UPDATES” and “ANNOUNCEMENTS”**

You can send a short item (**150-250 words**) for this part of the eNews. No image necessary.

**Updates** – an Issue Committee action item or other National Committee item

**Announcements** – of national WILPF or virtual branch activities (with a national audience invited)

## **GUIDELINES FOR LONGER NEWS ARTICLES**

Longer articles should not exceed **700 words**. Below are some tips for longer articles:

1. **Headline** - provide a short, informative title
2. **Byline** - provide the author's name and relevant office, committee, or branch affiliation
3. **Lead** - the first 35-40 words should focus on what action is asked of the reader or other essential information
4. **Body of article** - the details: what is important, inspiring, names of individuals involved, quoted remarks. The article body should not exceed 600 words.
5. **Links** - provide the URL if linking to a WILPF webpage or another site. You can also link to prior eNews articles on the subject or related matters. It is preferable to embed links directly in your document rather than spelling out the full link. If including additional material, such as a PDF file, please include with the article.
6. **Contact** - provide a contact email and/or phone number for readers to follow up on a topic

## **SCHEDULE AND PROOFING**

Please adhere to the published deadlines. Materials submitted after this date may not be able to be included. Because of the quick turnaround, we are not able to send proofs of the final articles to authors prior to publication.