

**Progressive Democrats of America – [www.pdamerica.org](http://www.pdamerica.org)**

## **Writing and Photography Guidelines**

We need help from Progressive Democrats of America (PDA) volunteers all over the country to share articles about the exciting work you're doing in your PDA chapters with our website readers. Please contribute articles and photos for consideration using the following guidelines. Important: Please understand we may edit your work for use online.

### **Articles:**

Keep articles short - 500 words or less. Write with clear, straightforward language and put the most important information first. This is because web site readers scan and rarely read word for word. Suggest a meaningful headline to give readers a clear idea of what the article is about, and present information to make scanning easy. Use short paragraphs and bulleted or numbered lists, instead of long paragraphs. Subheadings that identify sections of information help, too.

Just tell the story. Avoid editorializing especially negative labels like “stupid”, “ignorant”, etc. Let people draw their own conclusions based on the facts you present.

Remember that you're writing for a national audience. You'll have to explain context. Viewers won't know, for example, that “Bill” refers to your chapter chair unless you tell them. There are many towns called "Springfield" and "Wheaton" so identify your state. Read your article as if you knew nothing about the people and places involved, and fill in any missing details so everyone can understand.

Articles should be submitted via email in either plain text or Microsoft Word (.doc) format to Laura Bonham at: [laura@pdamerica.org](mailto:laura@pdamerica.org)

### **Photos:**

People love seeing photos with your articles. We will post them on the website if space allows. Please send no more 2 photos per article. Please make sure to show PDA grassroots leadership and any elected officials who participated. Photos will be much smaller on the web page and details will be lost, so take close-ups clearly showing subject. Eliminate cluttered backgrounds and unessential details.

When taking photos of speakers, stand their left (from your point of view) so the speakers appear facing either forward or toward the right. That works best visually with our web page layout.

Include brief captions with your photos, identifying full names and titles (if appropriate) of everyone in the photo. If children are in the photo, please get their parent(s)' written permission. People are justifiably sensitive about having their children's pictures appear on a web site.

The preferred file format for photos is JPG. Files should be no larger than one megabyte each. Again, submit a **maximum of one or two photos** to: [photos@pdamerica.org](mailto:photos@pdamerica.org) and make sure you identify which article the photos are intended to accompany.

### **No Copyrighted Materials:**

**VERY IMPORTANT!** Do not send us any copyrighted materials (photos, graphics, or text) unless you also send written authorization to republish the material from the owner of the copyright.