

# Model Aviation Canada

## Submission Guidelines – 2011

The new format for Model Aviation Canada moves the publication from a regional and discipline focused magazine to a more general interest product. This means that the individual columns, both zone and committee, face reduced space and tighter restrictions on images. The regular columns will now need to be tighter and more direct in what you present.

The good news is that we will now be running photo collections and special interest stories from across the country as stand alone articles. This will move your pictures and good stories into view of a broader audience.

It is important to note that target lengths below are not 'maximum' or 'minimum' lengths. The target is the number of words, within reason, I need your column to be. Remember that, in terms of word count, if you are a fan of long words, the column will need to be a fewer number of words. If you usually use short words the column can be a bit longer in terms of word count. **Columns that are too short (under 400 words) will be sent back!**

### **Zone Directors**

475 words or 300 words and one picture, 400 words and one mug shot.

This is still enough space to feature a member in the zone and preview a coming event. It is plenty of room to start some thought on an issue or review a good idea from one of your members or clubs. The key point is that your column should speak to ideas, issues and concerns that are UNIQUE to your region.

We need to avoid the trap of these columns becoming repetitions and overly dry. A key point in this is to remember that you are directors and, as such, you should be giving direction. Rather than reviewing what has happened, your columns should be looking forward and giving ideas or highlighting special events that are coming up.

I will also need your help in identifying events, models and people who deserve a bit more attention. See the 'pitch' section below.

### **Committee Chairman**

475 words or 300 words and one picture, 400 words and one mug shot (head and shoulders.)

This is still enough space for general information or ideas. A lot can be said in 400 words if it is kept tight and to the point. While we need to avoid the trap of focussing on what has happened and remember to be a bit more forward looking.

### **Committee Chairman (optional)**

825 words and two pictures

If you have negotiated rotating columns, your submissions will not change significantly from the past. There are some obvious choices for alternating or

seasonal columns but there is also a need for content through the year and value in having a regular presence in the magazine.

### **Stand Alone Articles**

Approx 650 words and several pictures (negotiable)

*(to this point I've used 475 words)*

Stand alone articles need to have some level of pre-planning and forethought. The right pictures and the right information is critical to making the story engaging. Stand alone articles should bring a human connection when possible. They should be about someone and their involvement in the hobby.

Examples of good standalone articles would include the impressions of a first time competitor at a contest. The a first time participant at a fun fly, the 'regular' MC at some of the bigger airshows... The articles should be a bit more about the people in the hobby and why they are involved.

### **Event Reviews**

Approx 475 words and 4 – 6 good pictures

Event reviews will take a look at events on several levels. These need to be more in-depth that have been done in the past.

Events will be chosen through recommendation of zone directors an committee chairmen. The events should offer something 'different' and of general interest. The reviews should focus on a number of specific aspects:

- The key people and why they get involved (there is a tendency to say that everyone is a key person, that is rarely the case. There is almost always a primary motivator behind the scenes)
- The most unique planned aspect of the event and how it adds to the event.
- The most interesting or different model at the event and the details and story behind it.

Pictures should compliment the points above and should be carefully taken to maximise the quality.

### **Model Features**

Approx 300 words and 4 – 6 good pictures

Everyone likes looking at a well done or unique model. Model features will be chosen through direct submission as well as the recommendation of the zone directors and committee chairmen. The builder will always be a part of these features, but the focus will definitely be the model and what makes it special.

Model features should focus on a number of aspects:

- the modeller's motivation for building it
- what makes the model unique
- the basic specification (span, weight, engines, radio, construction, covering etc.

Pictures should include:

