

APHA Submission and Editorial Style Guide

About the *Paint Horse Journal*

The official voice of the American Paint Horse Association, the *Paint Horse Journal* serves to enrich the lives of Paint Horse enthusiasts through interesting and informative articles and compelling photography and design. Paint Horses can be found coloring arenas in all disciplines, and Paint enthusiasts come from varied backgrounds; the *Paint Horse Journal* unites our readers through their love of the breed. The *Paint Horse Journal* celebrates the talent, versatility and individuality of Paints and the people who love these colorful horses, while also giving readers the tools they need to thrive in and out of the show pen.

About *Chrome*

A premier Western-lifestyle publication produced by the American Paint Horse Association, *Chrome* celebrates the diversity of the association's members, their preference for the Western lifestyle and their need to live a life as unique as the Paint Horse itself. *Chrome* strives to tell the stories of our members and other Paint Horse enthusiasts, while helping readers connect with the Western lifestyle that is inherently part of the Paint Horse and its mass appeal. Content is separated into five main pillars that encompass segments of the Western lifestyle—Spirit, Attitude, Culture, Place and Journey—along with additional features and closing column content.

Distributed free to all current APHA members as a member benefit, *Chrome* gives Paint Horse enthusiasts another reason to remain part of the APHA family, whether they own Paint Horses or not—our readers appreciate all facets of the Western lifestyle, and *Chrome* puts that love front and center in an engaging, informative and visually stunning product that makes our readers proud to be part of the APHA family.

Pitch Submission Guidelines

The best way to approach our team for freelance opportunities is by pitching Paint-relevant story ideas to rflorman@apha.com. In addition to your pitch, please include your best, most recent feature writing samples. Our editorial calendar is planned in early fall.

Stories must have direct, specific ties to APHA members or registered Paint Horses.

Unregistered/unknown "Paint-looking" horses are not accepted. Horse training articles must include an APHA trainer as a source; preference is given to APHA/Markel Professional Horsemen. Stories on topics unique to Paint Horses are given priority.



Publications Department

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We do not accept fiction or poetry.

Send story pitches as detailed summaries no longer than three paragraphs long. Include relevant registered horse names/member contacts.

Writing Style Guide

Use these tips to craft the perfect story and win the admiration of your editors!

- **Writing Style**

We expect stories and writing style to be tailored to fit the publication for which you are writing—personality profiles/features, instructional articles, service to the reader stories and how-to formats work really well for the *Paint Horse Journal*. Those might also be appropriate for *Chrome*, but remember to cultivate more of the experiential details with adverbs/adjectives in that publication.

We do not accept stories written in Q&A format. Unless approved by the editorial team, do not write in first person or use yourself as an expert source. All stories should include at least one source. Including a Paint/APHA-affiliated source is encouraged and appreciated.

- **Subheads & Lists**

Use subheads to organize your content and provide a visual break between long paragraphs. Please provide interesting subhead suggestions. While longer paragraphs are acceptable for most stories, look for ways to increase your story's interest and improve readability; when appropriate, bulleted lists, step-by-step instructions or creative sidebars help elevate the quality of your work.

- **Voice**

Paint Horse Journal voice: The *Journal* is most geared to the reader who is actively involved in the Paint Horse industry as a breeder, trainer or competitor. Readers are typically at an intermediate or above skill/knowledge level, but it shouldn't be assumed that they are experts in every horse topic; complicated topics should include some basic background information. Our readers vary greatly in their level of involvement, but they all love Paints and the versatility of the breed. Think of the PHJ as your knowledgeable-yet-friendly barnmate, the one who you seek out for advice, ideas and the latest scoop on the industry.

Chrome voice: Consider *Chrome* to be your stylish best friend who enjoys a relaxing ride before whipping up a Pioneer Woman-inspired home-cooked dinner. She loves all things Western, and those colorful Paints add that unique touch of style to her life. When appropriate, the tone for *Chrome* is relaxed and personable with the reader—add doses of relatable humor where appropriate—while maintaining an air of style and elegance. Longer, illustrative leads and mindful word choices help take your standard story



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to the next level. Think about ways to convey the experience to your reader—help them experience the topic with all of their senses through descriptive words and liberal adverb/adjective use.

- **Editing Style**

Please keep these simple editing style tips in mind when writing for the *Journal* or *Chrome*.

- ✓ Use “said” between quotes, and “says” when paraphrasing. Quotes should be given their own stand-alone paragraphs.
 - “I followed the Journal’s editing guide when writing,” she said. “It sure made the publications team happy!”
 - Writers who follow the Journal’s editing guide get their stories read first, Jessica says.
- ✓ Paint Horse, Paint and Paints are always capitalized.
- ✓ APHA is almost always acceptable on first reference. It’s never “The APHA.” “Association” should not be capitalized unless it begins a sentence or is used as part of the official name. Spell out all other acronyms upon first reference, unless specifically noted in the AP Stylebook.
- ✓ We do not use the Oxford comma.
- ✓ Reference all sources by their full name on first reference. Use their first name only on second reference in almost all cases (exception: sources that share the same first name need further clarification in attributions).
- ✓ Include a suggested headline, deck and subheads—your headline does not have to be the working title given upon assignment.
- ✓ Please do not add a double space after periods.

The Final Steps

If you want to share the story draft with sources for a review of accuracy, you may do that, but it should take place before you submit the final version to us. We will not send articles to sources for proofing on your behalf.

Be prepared to answer questions or provide clarification if needed during the editing process.

If you’ve been assigned accompanying photography, please send a selection of unedited photos with your story (a link through Dropbox works well). Choose up to 20 images that you think best illustrate your story, and please provide variety in the image type, format, etc. Providing a photoguide that outlines the images and the specific points they illustrate is very helpful.

You may submit your invoice to APHA after your story draft and images have been provided.



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H O R S E ASSOCIATION

Once your article has been published, please review the story and compare it to the final draft you submitted. Noting changes in grammar, style and organization will help you improve your writing for our magazines and others.



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