

## Mandate

Farming Smarter Association commits to developing and disseminating scientifically sound, unbiased information that helps farmers increase the profitability and sustainability of their operations. *Farming Smarter* is the publication that facilitates the information dissemination for the organization, Farming Smarter, including association research and administrative reports to members in the magazine.

## Audience

- Farming Smarter members
- Government scientific community & decision makers
- Interested public
- Media

## Publication Schedule

Release date: November & March of each year

Copy & photo deadline: 5 weeks before release date

## Rate Schedule

*Farming Smarter* pays per story, including any photographs submitted by the writer. Payments are issued upon publication of the story. Invoices will be paid within 45 days of receipt.

3 lengths of stories:

News bite: 100-300 words or generated from news releases

Short: 450-850 words

Long: 851-1100 words

## Editorial Content

*Farming Smarter* provides an effective vehicle for us to showcase research and extension activities. The magazine also provides a forum for sharing and exchanging ideas and activities related to Farming Smarter with the objective of providing readers with information they can use to improve farming practices.

The magazine has 3 themes that reflect the structure and goals of the organization:

**Growing New Ideas    Growing Stewardship    Growing Knowledge**

To this end, magazine stories cover or highlight Farming Smarter research projects and findings, challenges, successes and changes in Best Management Practices for agriculture. The magazine content also includes information of interest to its audience including coming events, job notices, critical appointments or moves related to farming in Alberta.



## Submission guidelines

*Farming Smarter* welcomes original submissions about agricultural research in Alberta. We accept submissions based on the submission fitting with the intended Editorial Content (above).

The organization wishes to maintain a high standard of readability in *Farming Smarter*. Therefore, the editors will review all submitted content for grammar, spelling, redundancy, conciseness and readability to a Grade 12 standard. Stories must be either news or feature style and written in active voice with strong leads.

It is extremely important to spell proper names correctly and it is the responsibility of the writer to ensure this takes place. The editor will not act as fact checker on submitted material – please ensure the information contained within a submission is true, accurate and available for public release. If the submission includes quotes, please ensure the person quoted is aware that you are writing an article for public consumption and quote them in context and honestly.

## Article Resources

Writers will source information from people interviews and background information from documents or websites. Quotes in the articles must be properly attributed to the source. The editor discourages copy/paste of large blocks of text from websites or submitted documents.

## Text File Requirements

We ask that contributors send submissions via email in one of the following formats; cut and paste into body of email, in a Microsoft Word document, a portable document file (pdf) or a text only file.

## Photo File Requirements

Please ensure you have the permission to photograph and identify people in any submitted photos. Contributors should submit photos in jpg or tiff file format DO NOT SUBMIT PHOTOS EMBEDDED IN DOCUMENTS. Provide a text file containing an appropriate cutline. A cutline is a one or two sentence description of the photo content and the name of the photographer.

Please identify people in the photo from left to right and ensure correct spelling of any proper names. Photographs submitted without cutlines may not appear in the publication.

Graphics may come as eps, jpg or png files.

Through submission of a photo or graphic to *Farming Smarter*, the submitter releases to *Farming Smarter* the right to publish the photo or graphic.

## By-line policy

*Farming Smarter* will publish the name of the original writer or contributing group on any story that identifies a writer/group unless requested otherwise. Any submitted story without an identified writer/group will publish without a by-line.

*Farming Smarter* will publish the name of the original photographer or artist on any photo or graphic that identifies a photographer/artist unless requested otherwise. *Farming Smarter* will not publish a submitted photograph or graphic without an identified photographer/artist.