

Wild Ohio magazine department: Where to go Wild (1 pg.)

Format: Microsoft Word

Contact: wildohiomagazine@dnr.state.oh.us, or 614.265.6335

Word count: ~650 ideal, 475 minimum, 775 maximum*

Main photo: standard horizontal, minimum 1MB, upper left corner

Secondary photo: optional with lower word count, can be irregular shape, print quality size

County or region: selection of county or destination region must be approved by editor prior to article submission

Writing style: Writers should take a journalistic approach where appropriate. Stories can be written in a variety of styles (first person, third person, etc.), but intent should be clear and comprehensible to a high school student. Assume you are talking to intelligent readers (because you are). Topics should hold the interest of a wildlife enthusiast (hunter, angler, trapper, photographer, birder, etc.), and ultimately promote fish and wildlife recreation in Ohio.

Intent: The intent of the Where to go Wild department is to highlight the opportunities in Ohio for fish and wildlife recreation. Featured destinations can focus on widely known or little known travel tips from an insider's perspective. Focus can be on the feelings and experiences that readers can expect while travelling to the featured destination. Keep in mind, this department has the potential to motivate readers to an increased level of participation in recreation at a destination and the surrounding areas.

This department should feature local and regional options for fish and wildlife recreation. What makes your area a "wild" part of Ohio? Remote locations are not necessary – for example, visitors to a downtown area can experience any conservation projects the city is participating in...if they know about it (example: lights out Columbus makes the downtown friendlier to migrating songbirds – visitors only know about the program through education and outreach). Readers should clearly understand the opportunity for fish/wildlife and possibly feel they have received an insider's perspective on travel to a specific area.

Quotes can be used if appropriate, but are not necessary.

Contact information (such as websites to a CVB) may be included if the website does not advertise a direct sale. If websites link to a for-profit group please contact the editor regarding the inclusion of contact information.

Avoid: Articles that promote a product; An individual's product line, or company; Specific industry names, titles, etc.; Articles that have been previously published**.

**If higher word count is needed, contact editor as soon as possible, as additional space can be planned in some situations.*

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