



## Guidelines for Contributors

Published bi-monthly, *Pennsylvania Angler & Boater (PA&B)* is the official fishing and boating magazine of Pennsylvania. It is the voice of the Commonwealth concerning matters related to fishing and boating, and to protecting, conserving, and enhancing the state's aquatic resources. *PA&B* is a 48-page, full-color periodical. The magazine's content is supported through contributions.

## Topics

*PA&B* contributes valuable information about where-to and how-to fishing and boating and features that highlight the good work of the Pennsylvania Fish and Boat Commission (PFBC). The Commission's mission is to protect, conserve, and enhance the Commonwealth's aquatic resources and provide fishing and boating opportunities. The magazine profiles the entire Commission, so new topics and new perspectives on previously covered topics are prioritized.

For examples of editorial and visual content, find an online archive of past issues on the Commission's website at: **[fishandboat.com](http://fishandboat.com)**.

Possible article topics include:

- How-to articles on fishing and boating in Pennsylvania.
- How-to get new anglers, boaters/paddlers engaged in fishing and boating.
- Where-to articles that include accurate details on how to fish in specific Pennsylvania waterways (or several waterways). Preference is given to articles including hand-drawn maps or marked maps from published sources showing accesses, main roads, landmarks, parking, and hotspots.
- Fishing from a boat articles - how-to, where-to, fishing from a powerboat, paddling, and water trails.
- Trends - informing readers of the latest fishing and boating methods and trends. Provide only information that applies specifically to Pennsylvania.
- Articles that show the benefits of fisheries management applications, research results, and studies.

- The benefits for anglers and boaters of cooperative efforts among the Commission and other government and private groups.
- Short articles - approximately 300 words with two or three photos for published one-pagers. Subjects include focused ideas on all aspects of the Commission and its mission, and fishing and boating topics.
- PFBC activities across the state and how anglers, boaters, and the environment benefit from these activities.
- Nostalgia and feature articles about Pennsylvania fishing and boating are reader favorites.
- Pennsylvania-based historical articles, Pennsylvania-based fiction, and first-person accounts taking place in Pennsylvania are all options, but must be rooted in the state's fishing, boating, or aquatic resources.
- *PA&B* does not solicit product reviews, cartoons, poetry, games, puzzles, or tournament coverage.
- Previously published articles that have appeared in other online or print publication are rarely published in *PA&B* and require special approval.

### **Writing style, submitting**

*PA&B* follows *The Associated Press Stylebook* and the *Outdoor Writers Association of America Outdoor Reference Manual*. *PA&B* adheres to the American Fisheries Society's style guide and the *Common and Scientific Names of Fishes from the United States, Canada, and Mexico* in keeping with the capitalization of the English common names of fishes as well as singular and plural fish name usage. In addition, *PA&B* recognizes the standards established by the Society for the Study of Amphibians and Reptiles.

The magazine does not publish pieces about using specific products, brands, or services. To avoid product representation or inference of endorsement, use generic products. The mention of lures, tackle, and other products must include generic references. If an article includes the name of a specific product, at least two more such products must be included.

Digital submission of articles, photo captions, and photo credits (Microsoft Word) and/or images (high resolution TIFFs or JPEGs) must be sent on CD to:

**Pennsylvania Fish and Boat Commission**  
**Media Production Section**  
**P.O. Box 67000**  
**Harrisburg, PA 17106-7000**

or by e-mail to [ra-pfbcmagazine@pa.gov](mailto:ra-pfbcmagazine@pa.gov).

## **Submitting photographs**

TIFFs or JPEGs that are 300 dpi in resolution, with minimal file compression and at a minimum size of 8" x 12" are required.

Prints no larger than 8" x 10" are also accepted. Photo submissions must be original.

Complete photo captions and model releases (kept on file by the author) are required (including model releases for those 18-years-old and younger with parental permission).

## **General visual requirements**

Photographs/videos that do not adhere to the following guidelines will be rejected. All images must show subjects acting in a manner that reflects what the agency's values and model appropriate behaviors and activities. The depiction of alcohol and tobacco product use in submitted photographs/videos is prohibited including depiction of alcohol and tobacco containers or packaging. Generic products must be shown whenever possible to avoid product representation or an inference of endorsement. If brand names are shown, avoid showcasing or concentrating on labels. Photographs/videos must be directly related to Pennsylvania fishing and boating activities.

## **Boating visual requirements**

In all visuals with boats, everyone on board the vessel must be shown wearing a properly fitted, in good condition, and properly worn life jacket, regardless of the season or size of the vessel. Life jackets must be zipped and buckled. Life jackets must be in good, serviceable condition, and must suit the activity depicted and be compliant with regulations where inflatable life jackets are not permitted. People on docks and those boarding and leaving boats must also be wearing life jackets.

Boats and equipment must be properly maintained and meet all federal and Pennsylvania legal requirements including valid numbering and documentation. Boats showing current Pennsylvania registrations are preferred. Safety equipment must be visible and accessible.

Boats are to be under safe operation and in compliance with all applicable rules, regulations, and current practices. Boaters must be sitting in seats properly. Photos and videos of anglers on small boats, canoes, and kayaks must be shown sitting not standing on boats. Avoid visuals of people sitting on seat backs, on the gunwale, or outside the passenger carrying area. If a boat is being operated at high speed, appropriate safety equipment must be worn. Boats must observe slow, no-wake areas and accelerate at safe speeds, so they don't create dangerous wakes or throw riders around the boat. Boat operators must keep a proper lookout (their eyes on their surroundings) and not distracted by passengers, electronics, and other items/people.

## **Fish handling visual requirements**

In visuals that illustrate proper fish handling practices, images must show anglers in compliance with Commonwealth rules and regulations including those applying to endangered fish. Do not photograph/videotape fish held by the gill plates, eyes, or by the jaw or tail region alone at a 45-degree angle. Larger bodied fishes, such as Muskellunge, Striped Bass, pike, pickerel, bass, catfish, and Walleye, must be supported by the head and mid-section not held vertically by hand or using a mechanical lip-gripping device. Preference is given to anglers holding a single fish for catch-and-release and showing it near or in the water. No fish on stringers (of any style). No gloves on anglers while holding fish. The ONLY exception is for ice anglers who are harvesting fish. Ice fishing visuals must also include proper safety protocols. The angler in the photo/video MUST be wearing a float coat OR a life jacket.

## **Fish stocking visual requirements**

Images must show fish tossed into the waterway except when children cannot lift the bucket to toss. Buckets cannot be in the water and must be clean.

## **Deadlines/correspondence**

Submit seasonal material five months in advance. For instance, an article on ice fishing for a January/February edition must be submitted in September of the prior year.

Preference is given to written or e-mailed proposals before completed manuscripts. All submitted material including unsolicited, completed manuscripts will be reviewed.

All materials—queries, manuscripts, photos, and artwork—are reviewed on speculation.

The magazine is not responsible for maintaining, tracking, or returning unsolicited materials.

## **Publishing rights/payment**

The magazine buys first rights for material including digital rights for inclusion on the Commission's website and e-zine. The Commission may also share articles (electronic and print) and portions of articles as well as photographs/videos with partners, such as VisitPA, the Pennsylvania Department of Conservation and Natural Resources, tourism offices, and others, for additional exposure/promotion. If the material you are submitting, or similar material, has appeared elsewhere, please inform us when you provide your submission. Payment for articles submitted without usable photographs is less than payment for articles submitted with usable photographs.

When photographs/videos are submitted with an article, the payment rate for the article includes payment for use of all photos/videos with the article or elsewhere by the Commission. A photograph used as a cover is a distinct payment package. Rights purchased for covers include the right to publish the material on the Commission's website, print advertisements, online advertisements, and promotions as well as any partner the Commission deems appropriate.

To process invoices, contributors must have a Commonwealth SAP vendor number. Contributors will be provided information on how to obtain the no cost number. Note: processing is done outside the Commission and may take several weeks.

### **Contact information**

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