



Prepared for  
Back Country Horsemen of Washington  
Trailhead News



## Articles for the Trailhead News

The guidelines for writing articles for the Trailhead News. Suggested content: grants, fun rides, trail work parties, chapter and large group rides in the back country, legislative and/or land issues, VIP rides/Elected Officials. Please send photos with your article. You may email articles at any time. If they don't run in one issue, they can run in the next issue. **Email articles and photos to [bchw@wamedia.com](mailto:bchw@wamedia.com). Please send attachments in one email.**

*When writing an article, include the following:*

- **The headline:** A short attention-getting phrase related to the story at the top of the article.
- **The byline:** By your name, your title
- **Lead paragraph:** This should contain a short, to-the-point description of the article. It should include the most important information. Include the 5-W's and the H (who, what, where, when, why and how). Write to get the readers' attention.
- **Second, third paragraphs:** This is where you give more details explaining the lead paragraph. Include quotes from other people. Write in the 3rd person (he, she, it, and they). Write facts, not opinions.
- **Last paragraph:** Wrap up the article with a quote or catchy phrase.
- **Word count – 700 maximum** for the Trailhead News; This is a good standard to follow for other publications as well.
- **Email articles and photos to [bchw@wamedia.com](mailto:bchw@wamedia.com). Please send attachments in one email. Please include byline, photo captions and photo credit.**

## Qualities of a Good Author

- Writing – who, what, where, when, why and how.
- Detail-oriented – proper spelling, grammar, proof reading (spell check doesn't catch everything: i.e. form versus from, they're versus their, etc.)
- WMS does not rewrite articles; it is a good idea to have someone else proof read your article before submitting it to BCHW.
- Six photos of before and after the project, including the names of people in the photos, locations and names of the photographers.

## Grant Articles - (word count: 700, 6 photos)

It is important to promote the use of grant money. Please send all grant articles and photos to [bchw@wamedia.com](mailto:bchw@wamedia.com). When writing grant articles remember to include:

- Most importantly, articles should state that the trail work project (or maintenance, not "rides") is funded by the Recreational Trails Program (RTP).
- Grant Number and or location of project.
- Dollar amount of the grant.
- What the project grant money was used for, including details of project (location of trail work, date).
- The total number of hours worked on project and miles of trail work.
- A list of volunteers/volunteer groups/chapters.
- Six photos of before and after the project, including the names of people in the photos, locations and names of the photographers.
- **Please make sure you are wearing your safety gear when doing trail work!** In order to publish these photos, everyone must be compliant! go to: <http://bchw.org/Trail%20Boss/Personal%20Protective%20Equipment.pdf> for a list of Personal Protective Equipment.
- If you want to include some background, you can explain that RTP is funded by the US Highway Administration, and administered by the WA State Recreation and Conservation Office (RCO).

## Fun Rides - (word count: 700, 6 photos)

Articles about personal individual rides, or large group rides, that are just for fun; share your riding adventures in the backcountry discovering new places.

- Describe your amazing experiences enjoying the back country with your friends and family and the funny things that happened.
- Details of your excursion (location of trail, miles, date of event, etc.).
- Six photos of ride, including the names of people in the photos, locations and names of the photographers.

**Remember, you may email articles at any time.  
If they don't run in one issue, they can run in the next one.**

**Trail Work Parties - (word count: 700, 6 photos)**

Article about work done on the trails. Please include before and after photos.

- Where the any funds came from and the amount.
- What the project money was used for, including details of project (location of trail work, date).
- A list of volunteers/volunteer groups/chapters.
- The total number of hours worked on project and miles of trail work
- Six photos of before and after the project, including the names of people in the photos, locations and names of the photographers.
- **Please make sure you are wearing your safety gear when doing trail work!** In order to publish these photos, everyone must be compliant! go to: <http://bchw.org/Trail%20Boss/Personal%20Protective%20Equipment.pdf> for a list of Personal Protective Equipment.

**Chapter Rides, Prize Rides, LNT, or Events - (word count: 700, 6 photos)**

- Details of ride (location of trail, date of event, etc.).
- List of chapters involved (Please note that chapter rides involving two or more chapters).
- Six photos of ride, including the names of people in the photos, locations and names of the photographers.
- Winners of prize rides.

**Land Issues - (word count: 700, 6 photos)**

Articles about land issues.

- Name and bill number (indicate whether it's in the House or Senate)
- Details of bills or legislation and how it will positively or negatively effect BCHW.

**VIP rides, Elected Officials, Forest Service, DNR - (word count: 700, 6 photos)**

Article about taking elected officials and other state dignitaries on rides, etc.

- Name and district of legislator. Or name and title of state dignitary.
- Photo of front of person.
- Name and location of ride.
- Details of excursion (what did you talk about, experience, etc.).

**Photos**

Please send all photos at 300 dpi resolution. All photos must include location, name(s) of person(s) in photo from left to right, front to back, and name of photographer, and a short description of what the photo is about. Please see the diagram for photo specs. Please send photos to [bchw@wamedia.com](mailto:bchw@wamedia.com).

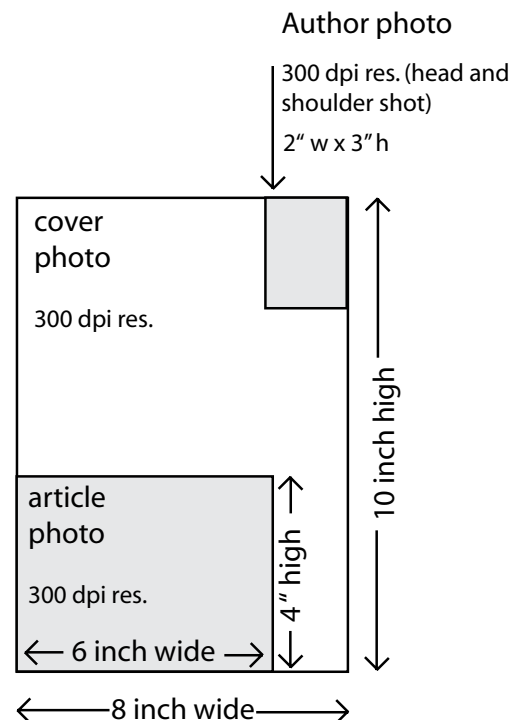
Inside article photos (group photos): Must be at least 4" x 6"

Author photos (head and shoulder shot): Must be at least 2" x 3"

Cover photos: Must be at least 8" x 10" vertical.  
Photo suggestions: trail clearing and trail maintenance (like before and after shots), VIP rides, or trail riding in the back country.

**Please Note:** If using your phone camera, please make sure you have it set to the highest quality and make sure you send in the original file size.

Please Note:  
Article photos may be vertical or horizontal



# FREE Listing on BCHW Chapter Events Calendar

bchw.org

Note: The BCHW Trailhead News represents as many events as possible; however, it makes no guarantees an event will be published. The calendar of events is subject to change. Please check with ride contact for most updated information. Please send calendar corrections to: [bchw@wamedia.com](mailto:bchw@wamedia.com).

## Example

Your Chapter Ride or Event Must Be Open To All BCHW Members To Have A FREE Listing

**Lines in the listing have a maximum character count of 32, including spaces. Please keep this in mind.**

Please submit the following information with your event listing to [bchw@wamedia.com](mailto:bchw@wamedia.com).

Chapter Name \_\_\_\_\_

Name of Ride \_\_\_\_\_

Date \_\_\_\_\_

First Rider Out \_\_\_\_\_

Location \_\_\_\_\_

Register \_\_\_\_\_

Lunch \_\_\_\_\_

Name of Pass Required (if needed) \_\_\_\_\_

Weed-Seed-Free Feed Required \_\_\_\_\_

Camping (if available) \_\_\_\_\_

Cost to Member \_\_\_\_\_

Cost to Non-member \_\_\_\_\_

Contact Name \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Website \_\_\_\_\_

## Folks who should be sending in calendar events:

- Publicity Chairs
- Trail Bosses
- Chapter Newsletter Editors
- LNT Chairs
- Chapter Representatives

Make sure you write an article about your ride after it happens!

## Copyright Law

- Everything is copyrighted. The only way you can legally reprint a copyrighted/published article, and/or photos from an article, is to get written and signed permission from the publication in which it first appeared, or the author (depending on who owns the rights). Keep a copy of the written permission with the article.

## Articles that run in the Trailhead News must be non-profit compliant.

This information is from USPS. For the full report you can go to: <https://pe.usps.com/text/pub417/welcome.htm>

In order to stay compliant with the USPS rules as pertaining to non-profit mailings and mailing rates, we cannot run articles in The Trailhead News with the following subjects. By being compliant we save 21-22% in postage costs and do not lose our non-profit status with the USPS.

1. **Travel arrangements are restricted** – the three elements of travel are transportation, accommodations, and destination. An exception would be if BCHW is having an event in the area and hotels or motel advertise using the words “Welcome Back Country Horsemen” In the ad.
2. **Insurance policies are restricted** – must not be generally commercially available. Must not advertise agent, inc. title and contact information.
3. **Financial instruments are prohibited** – such as credit, debit or charge cards including affinity cards, banks and credit unions.
4. **Any type of hand written material.** Including signatures. All newsletters must be the same when mailed, no personal notes allowed.