

# Waterways World

## Notes for Contributors

Thank you for your interest in writing for *Waterways World*. We are always pleased to receive news items, illustrated articles and photographs for possible publication.

Before submitting an article, please do also read the latest issue of the magazine – available in all good newsagents and boatyards – to get an idea of our style and content.

### About the magazine

*Waterways World* is a magazine for all who enjoy and appreciate the waterways. First produced in 1972, it is published by Waterways World Ltd, based at Burton-on-Trent. The magazine has been at the forefront of waterway reporting since its foundation, and continues to enjoy the highest monthly sale of any canal or river magazine.

*Waterways World* publishes news, photographs and illustrated articles on all aspects of inland waterways in Britain, and on limited aspects of waterways abroad.

Our address is 151 Station Street, Burton-on-Trent, Staffordshire DE14 1BG. The editor is Richard Fairhurst. The features editor, to whom features should be sent, is Keith Goss ([k.goss@wwonline.co.uk](mailto:k.goss@wwonline.co.uk), 01283 742951). The assistant editor, with responsibility for news and readers' letters, is Chris Daniels ([chris.daniels@wwonline.co.uk](mailto:chris.daniels@wwonline.co.uk), 01283 742953). The editorial secretary is Suzanne Willday ([s.willday@wwonline.co.uk](mailto:s.willday@wwonline.co.uk), 01283 742951).

### Preparation & submission of material

Articles for publication can be submitted electronically by e-mail or CD-ROM, or if this is not possible, as a typescript. All manuscripts and photographs should bear the author's name and address and, where possible, e-mail address. If illustrations are available these should be sent *at the same time* as the article; thumbnails/low-res versions may be preferable by e-mail. Please do not send valuable material by post without checking first.

For electronic submissions, *WW* uses Word, TextEdit and InDesign on Apple Macs, but we can translate from almost any word processing program – though *not* Microsoft Works (*.wps*) or Publisher (*.pub*). If possible, please also save the file in Rich Text Format (RTF) or, failing that, as an ASCII (text only) file. An accompanying printed copy is appreciated.

We cannot normally consider for publication material which has been simultaneously offered to, is under consideration by, or has been previously published in other inland waterway magazines. Retention of uncommissioned material does not necessarily

imply acceptance for publication. Manuscripts cannot be returned after publication, but photographs normally are.

When a major feature or large-scale research is anticipated, a preliminary letter to the editor outlining the proposed article may be mutually beneficial.

## Features

*Waterways World* covers all aspects of Britain's waterways. Our main topics are: the waterways themselves; boats and boating; waterway history; and current waterway affairs. We are interested in all canals and navigable rivers, whether operational or derelict.

When preparing a submission, contributors should always ask themselves "what is interesting to the reader?" rather than "what is interesting to me?".

- Will your article be *useful* to the reader?
- Will it be *interesting*?
- Or does it tell them something *new*?

An article which fulfils one or more of these criteria stands a better chance of being accepted.

Since most of our readers have extensive knowledge of the waterways, we are unlikely to print articles which are purely a first-timer's view of the canals. That said, few readers will know every nook and cranny of the system; and we also aim to publish features that will appeal to new, less experienced readers.

We never publish poetry or fiction.

### *Features – waterway articles*

Articles describing a cruise along a particular waterway are an especially important part of *WW*. We are always very happy to receive such submissions, not least because it is impractical for *WW* staff to cruise every waterway on a regular basis – much though we would like to.

A little thought before you start to write such an article will greatly increase its likelihood of being accepted.

- Try not to write a simple geographical sequence. ("After Thrupp we cruised through a short river section and two locks before mooring at the Rock of Gibraltar pub.") It rarely makes for interesting reading, and our readers can find this out from a map or cruising guide anyway.
- Instead, try to answer the question "What is cruising the canal *like*?". Write about the character of the area; the peculiarities of locks, bridges and canalside architecture; and good shops, pubs and attractions you have found.
- Practical information is an absolute must: how easy the locks are to work; where the best moorings are; whether the channel is too shallow to make good progress; etc.
- Though we value colourful narrative, anecdote should be interesting rather than workaday. A well-written, humorous account of cruising for two hours in

an attempt to find a mooring could be interesting; a description of the boat you shared locks with is less likely to be so.

Do not think that articles on 'exotic' waterways are more likely to be published – quite the opposite! We get far more articles on French waterways than we could ever publish, but rarely receive contributions on (say) the Grand Union or the Caldon, which we would be much more likely to accept.

See the final page for additional guidelines on our pull-out cruising guides.

## **News**

Preference is given to articles of topical interest. We are not normally interested in receiving 'newsy' articles about events which took place some time ago. News items and photographs should therefore be sent in to the assistant editor (*chris.daniels@wwonline.co.uk*) as quickly as possible after the event has taken place.

Deadlines require that news items flagging up a forthcoming event (a public meeting, or a new waterway festival) should be sent in *at least* two months before the related event.

New products and launches for boaters are covered in our Boats & Pieces column (*editorial@waterwaysworld.com*) which is published most months.

## **Photographs – stand-alone submissions**

We welcome freelance photographs for the following purposes:

- Submissions for our front cover
- Items of news interest
- Items of historical interest

We do not have any other opportunities to publish photographs, except (of course) for those accompanying a feature.

For the front cover, composition is everything. The photo must be portrait, or be capable of being cropped as such. There must be space for our logo and the coverlines. There must also be some 'life' in the picture – at the very least, a boat and a person! We prefer to work from high-resolution digital photos or medium format transparencies, but can consider sharp 35mm transparencies. All transparencies must be labelled with name and address.

## **Photographs – when accompanying features**

### *Digital photography*

We accept digital images on CD-ROM or by e-mail. All pictures must be *at least* 300dpi (dots per inch) at the size at which they are to be published. In other words, if we are to print a picture 5in wide, it needs to be 1500 pixels wide – 300 dots (pixels) x 5in = 1500.

By first preference, send us the photos as they were downloaded from the camera,

without any change to format or resolution. If adjustments are necessary, our designers can make them. Please email large images only by prior arrangement. Do not embed pictures into Word documents. When sending a CD please also send labelled thumbnails on photo-quality paper for identification.

### *Transparencies and prints*

We can also accept colour transparencies (35mm or larger). Transparencies must be originals, *not* duplicates, and must be clearly labelled with a brief caption and the photographer's name and address.

Good *sharp* colour prints (gloss not matt) are acceptable, but cannot be enlarged for publication. Computer-generated inkjet prints are not acceptable, other than for identification of digital files. Black & white prints are normally used only if depicting historic scenes.

All prints should bear a caption and the photographer's name and address on the reverse side (use labels or OHP pens). Negatives should not be sent unless previously agreed. Automatic camera devices which print a date or time on the photograph should be switched off.

### *Captions*

We greatly appreciate well-written picture captions, so please do ensure all supplied photos are captioned. Captions should be listed at the end of your article, in the same document. Please don't write the caption in the filename.

### **Maps and diagrams**

Maps or diagrams should accompany articles where appropriate. These should be no more than rough sketches, as they will be redrawn to style in-house. If submitted electronically, Illustrator files are acceptable.

### **Production, house style and layout**

As with any consumer magazine, *Waterways World* will, as a matter of course, edit all submissions for readability and house style. Though this may sometimes involve significant changes to the language of the article, we will not normally change matters of fact except in cases of clear inaccuracy.

There is no need for contributors to worry unduly about house style: we will make any changes necessary. As a general rule, however, we strive to make our language as concise as possible while conveying the intended meaning. We prefer articles to have a clear focus – and for that focus to be apparent from the very start of the piece. Please write concisely.

Modern magazine design involves a host of visual devices such as boxouts, tables and charts. If appropriate, we will use such devices to divide up an article, even if it was originally submitted as a single piece of run-on text. Of course, we welcome any presentational suggestions that you feel may increase the readability of your article.

Where a feature article is accepted, we will usually offer the contributor sight of the fully laid-out article before publication (deadlines permitting), so that any factual errors

that may have inadvertently arisen during the editing process can be corrected.

Headlines, sub-heads, 'standfirsts' (the introductory sentence below the headline) and 'pull quotes' (enlarged sentences used to break up copy) are chosen in-house and there is no need for the contributor to supply these.

### **Payment**

Payment is made to contributors of news items, feature articles, photographs and drawings published in *Waterways World*. No payment is made for material published in the Waterlines, Readers' Scrapbook, and Boating Forum columns, or for items submitted as press releases.

Contributors of feature articles receive an advance copy of the magazine as soon as they are received from our printers. Payment is made by cheque 30 days after publication, based on the length of the *published* article. The reproduction fee for photographs supplied from a third party is the responsibility of the contributor concerned unless otherwise agreed.

### **Copyright**

Payment is made for the right to publish the contributor's material in *Waterways World* (in print and electronically), but the copyright of the original submission normally remains with the contributor concerned. Material first published in *Waterways World* may not, however, be reproduced elsewhere without the agreement of *Waterways World Ltd* and an appropriate acknowledgement to *Waterways World*.

When material offered for publication is not the copyright of the contributor, approval to publish such material in *Waterways World* must be obtained from the copyright holder concerned before submission. It will be assumed that such approval has been obtained when photographs which are the copyright of a third party accompany an article submitted for publication. Unless otherwise indicated, these will be credited to the third party if published.

Articles which are primarily historical should include an indication of the sources used in their compilation. Articles which include original research are always preferred, and contributors are reminded that copying or paraphrasing extensive sections of modern publications may be considered plagiarism by the author(s) of those publications. This applies equally to text found on the Internet. (In general, copyright extends for 70 years after the death of the author.)

### **Loss or damage**

Whilst every care is taken of contributors' property when in our possession, no responsibility can be accepted for accidental loss or damage. Please do not send valuable items without checking first. If you are sending material electronically, always keep a copy on your own computer: we do not return CD-ROMs.

### **Readers' letters**

We have three regular 'readers' letters' features: Waterlines for points of general interest, Readers' Scrapbook for historical queries, and Boating Forum for technical questions and answers.

Letters should be brief and, if possible, typed. Letters may also be e-mailed to *chris.daniels@wwonline.co.uk*, but please include your full postal address. We cannot guarantee to acknowledge receipt of letters.

Letters are published at the discretion of *Waterways World*. We reserve the right to abbreviate when necessary, unless it is specified that the letter should be published in full or not at all. We do not normally publish anonymous letters: no letter will be published if the sender's name and address is not supplied.

Photographs are also published in these columns. We are under no obligation to publish letters, and where several are received on the same subject, we will publish those which, in our opinion, are the most interesting and varied.

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# Pull-out cruising guides – additional notes

## Format

Our pull-out cruising guides are typically 7 or 8 pages in the centre of the magazine. As ever, the best advice is to look at a previous feature (from July 08 onwards) – but here are some informal guidelines.

After a photographic introduction, sections of the canal are covered in typically two-page features, but sometimes three-page or, for a short arm, a single page. Each section is accompanied by a detailed strip map.

Short waterways, such as the Caldon, would be covered in a single guide; longer ones might take two or more, and to keep the magazine varied, we usually wouldn't run two from the same waterway in successive months.

For one person to write a complete guide to a canal is a tall order, so we are very happy to supplement and expand as necessary – even to the extent of writing up a whole section if you can't get there. Our priority is making a readable and useful guide, and we don't really mind how we do it!

## Content and writing style

Though the narrative should follow the waterway, we prefer cruising articles to focus on “what it's like” rather than simply “what's there”. Readers can look at the map to find out where the villages are, and how many locks there are – but they need the text to tell them about the experience of actually cruising the canal. (That said, there's a fine line between general observation and particular anecdotes: “this section is extremely busy” is useful, “we passed our friends Bill and Brenda here” less so.)

Practical boating information is always worth including. How hard are the locks to work? Are there any shallow or narrow sections to beware of? Are you likely to encounter novice hire-boat crews on a Saturday?

The outline history of the canal need only be covered briefly in the introduction – these are predominantly cruising articles – but boxouts provide the opportunity to go into more detail about particular episodes.

## Boxouts

The main ‘cruise’ will be covered in the narrative text, but we like to use boxouts where possible to widen the scope of the article, and make it more attractive to read.

Good candidates for boxouts might be:

- Boating peculiarities (e.g. handspikes, lock or bridge design)
- Interesting towns and villages along the way
- Noteworthy attractions
- Places of historic significance, or interesting episodes in the canal's history

## Photographs

Unusually for *WW*, we tend to run more, smaller pictures in these articles, rather than fewer big ones. The aim is to provide a good overview of the route, and we cross-link

the pictures to positions on the map. Consequently, pics should have short captions and cover most of the route; an explanatory note as to the position is appreciated if it's not apparent from the caption.

That said, we do appreciate a handful of eye-catching pics to run on the opening page, and in any areas where we need to fill space. We can often source these from freelance photographers if not available.

We will sometimes also add a couple of historic photos from the *WW* archives.

### **Maps**

We draw detailed, full-colour maps in-house. We choose the level of detail according to the waterway – a river would have all the bridges marked, a canal probably would, but in a dense built-up area (e.g. BCN) we may consider this less important.

Consequently you don't need to supply any maps. However, we do appreciate any hints you think might be helpful and that we might find difficult to research otherwise – e.g. winding hole sizes, new bridges. We try to mark typical cruising times, too, and your experience of the canal can help here.

### **Contacts for cruising guides**

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