

# AVIATION INTERNATIONAL NEWS

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## WRITERS GUIDELINES AND TIPS

**Aviation International News** is a monthly trade publication of news, news features, special reports, aircraft evaluations and surveys on business, commercial and regional aviation worldwide, written for business pilots and aviation industry people.

**AIN is owned by the Convention News Company, which** also publishes daily editions at several leading international air shows and conventions. At the NBAA show, these appear under the name **NBAA Convention News**. At the HAI show, these appear under the name **HAI Convention News**. At the Farnborough, Paris, Dubai and Singapore shows, these appear under the name **Aviation International News**. At the international airshows our coverage extends to the full array of defense and aerospace industry topics.

Much of the material for the **AIN** monthly editions is staff written, gathered from on-site interviews, press events, aviation convention coverage and a myriad of news sources. Our correspondents and stringers cover most of the business/corporate aviation world. Additionally, a section of each month's issue covers regional airlines, directed at regional airline executives and operational management. Regular departments include Accident Recaps, Avionics Update, People in Aviation, Regional Update, Congressional Observer, Airports and FBOs: Touching Bases, In the Works (updates of new aircraft), Rotorcraft Update, , Compliance Countdown, Hot Section and Washington Report. Subscriptions are free of charge to qualified recipients and most revenues are derived from advertising sales. Circulation of **AIN's** monthly publication is approximately 37,000.

The highlights from all of our editions are published online on our Web site, [www.ainonline.com](http://www.ainonline.com). We also publish a bi-weekly email newsletter called **AIN Alerts**.

New writers should query the editor-in-chief ([editor@ainonline.com](mailto:editor@ainonline.com)) in writing (no phone queries please). Unsolicited hard-copy manuscripts are permissible, but will be returned only if accompanied by a self-addressed stamped envelope. Unsolicited articles from unknown writers sent via e-mail will not be acknowledged. Writers should read several issues of **AIN** or visit **ainonline** to become familiar with our editorial focus. Subjects should be related to business/corporate aviation, helicopters and regional airlines.

Manuscripts should be sent by e-mail. E-mail submissions should be sent as attachments in Microsoft Word. **For the AIN monthly editions, these should be sent to [ayannaco@ainonline.com](mailto:ayannaco@ainonline.com)**

High-quality artwork is preferred with all submissions, and is required for longer news stories and features. Acceptable artwork includes slides and prints (color preferred). Electronic artwork must be saved in TIFF format at 300-dpi resolution and its dimensions may be no smaller than 8-by-10 inches.. Copyright waivers, if required, should be obtained before sending in any artwork. **For the AIN monthly editions, all digital artwork should be emailed to [artwork@ainonline.com](mailto:artwork@ainonline.com) (with a note clearly indicating what the photos show and which article they are to be used with).**

### Standard AIN Manuscript Header

The standard **manuscript header** consists of the following:

<b>Filename:</b>	(name of file submitted)
<b>Photos:</b>	(describe artwork submitted)
<b>Notes:</b>	(any misc. info or instructions for the editor)
<b>Suggested headline:</b>	(main point of article)
<b>Writer:</b>	(your name as it should appear in print)

### **Sample AIN Manuscript**

Filename: Gofast

Photos: 2 rolls slides with ID sheets attached, 2 handouts from manufacturer

Notes: Written from GoFast press conference, Humptystump, Ark, 1/27/01

Suggested head: GoFast introduces new bizjet

Writer: Ernest Hemingway

GoFast Jet Co. rolled out its first business jet last month at its facility in Humptystump, Ark. "The GoFast Model 450 was designed completely without the use of a computer," Bubba Windbag, GoFast president, told **Aviation International News**. "When our old Kaypro broke, we just didn't have the heart to replace it," he said with a tear in his eye. "So we designed the Model 450 using pencil, paper and my old college slide rule."

#### **Mockup at NBAA'01**

The company plans to show a detailed cardboard mockup of the GoFast 450 at NBAA'01 in New Orleans in September. Windbag said the two-place twin would sell for about \$5 million (green).

#### **CAPTIONS**

1. The GoFast Model 450 features two of everything--wings, engines, wheels and cup holders.
2. Bubba Windbag, GoFast president.

#### **Writing tips--What Makes a Good AIN Story**

**General.** *AIN* strives constantly to maintain the highest standards of journalism and expects all writers to

exhibit a high level of professionalism at all times. Writers should strive to obtain comments from all affected parties, particularly when writing about contentious issues. If several attempts to contact a party prove unsuccessful and it is necessary to submit a story because of a deadline, the writer should note that the party was unavailable for comment or did not reply to repeated phone calls from *AIN*.

**Previewing articles.** It is *AIN* policy not to allow the subject of an article to preview the article before publication, except to check facts in highly technical articles, such as pilot reports. The assigning editor or editor-in-chief must approve all other instances.

**Use the inverted pyramid.** For the most part, try to follow the *inverted pyramid newspaper-type story*: start with a *summary lead*; follow with the *supporting facts* arranged in descending order of importance; and end with *additional information* which could be cut without detracting from the story.

**Get to the point--FAST.** The most significant fact in every **news story**--the biggest announcement of a press conference, the most newsworthy point of an event or press release, the most controversial issue of an interview (except for Q&A-type interviews, like the monthly's "Leading Edge)--should be in the **article's lead**. Get to the main point in the first paragraph. ***DON'T bury the good stuff later in the article.*** Special reports and features don't require quite the upfront punch of news stories, but don't leave readers hanging around, waiting for something interesting—they will probably stop reading after a few paragraphs. Present your main points early and then fill in the details.

**Please stick to the facts and be as precise as possible.** If you have any doubt about what is told to you, ask questions and get confirmation from other sources. Check that names are spelled correctly and proper titles are used. ***Tip: Always get business cards at press conferences and interviews.*** Also, get telephone numbers of people you interview so that you have a way to contact them if you have additional questions, need to verify facts, or need to identify people or things in photos. **Check and double-check your facts.** Don't guess, or write from memory. We can't check every little fact in every article. We have to trust our writers.

**Get both sides of the story.** Or the three sides . . . or four . . . or more. Again, don't accept one company's word, even in a press release, that it has signed a contract/bought a service/sold a product/formed a joint venture with another company. Get the other company's confirmation. (Believe it or not, sometimes companies fudge the truth.) Do this with seemingly innocuous stories, but especially with contentious stories: all parties must be given an opportunity to give their takes on the issue. If a company doesn't want to comment, say so in the article.

**Avoid the temptation to be too clever or witty.** Historically, most complaints about our stories are due to a writer's clever quips rather than mistakes of fact. ***Please no opinionating or patronizing comments.*** Remember, people and companies are serious about their jobs, opinions and products. By treating them lightly, amusingly or in a pontificating manner, we can easily insult them. Once something gets into print, no correction can make up for the original impression.

**Get prices.** Ask for both the current list price and the trade price. Find out if the price includes installation and labor charges. Find out if the price of an aircraft includes the interior completion, or if it is for a "green" (interior not completed) aircraft.

**Interviews.** Don't transcribe taped interviews verbatim. Paraphrase. Make the quotes understandable, even if you have to put words in the interviewee's mouth. Just keep the meaning of what the person was trying to say; i.e., *change the words, but not the meaning.*

**Be alert for public relations hype--and avoid repeating it, unless you attribute it to the company or**

**know it's true.** *OKAY:* "XYZ company, which claims to be the world's largest manufacturer of hyperbole, revealed today . . . ." *NOT OKAY:* "XYZ Company, the world's largest manufacturer of hyperbole, revealed today . . . ."--*unless you can confirm this is true.*

**Use short sentences.** Give our readers (and your editors) a break. Think short. Write short. When your prepositional phrases and dependent clauses, which many writers are wont to use, begin to make your sentences look like paragraphs--and long ones at that--and your paragraphs begin to fill an entire manuscript page--and more!--and there are a plethora of commas, semi-colons and m-dashes in a single sentence, please, please, please, oh, please cut the sentence in half, or thirds--or even in fourths--okay?

**When you do use prepositional phrases, dependent clauses and other such things, make sure they relate to the rest of the sentence.** Don't just throw in a phrase because you want to stick the info somewhere in the paragraph. *NO:* "With a range of 4,000 nm, the ZoomJet was certified last year."--*unless last year the ZoomJet was specifically certified with a new range of 4,000 nm. Otherwise, the two things are unrelated.*

**Avoid stringing too many modifiers in front of a noun.** *NO:* "The South American-designed four-seat home-built composite liquid-oxygen-fueled twin-engine turbocharged piston-powered V-tailed float-equipped recently painted prototype BelchFire convertiplane . . ." *yada yada yada.*

## Elements of AIN Style

Please use the *Aviation International News Style Guide*, *The Associate Press Stylebook and Libel Manuel*, *Jane's All the World's Aircraft* and the *World Aviation Directory* as style sources.

Use only one space after punctuation at the end of a sentence.

All punctuation marks go inside the quotation marks.

No comma before the "and" or "or" in a string. Example: "life, liberty and the pursuit of happiness."

Use English measurements. Convert all metric measurements to English. Place metric amount in parentheses after the English measurement, if deemed important.

Main currency is U.S. dollars--no need to convert to another currency if \$ is the only currency used. However, if the significant currency is not \$, list that currency first, then \$ amount in parentheses afterward.

Include the title or affiliation of all people. All titles, except Chiefs of State, are lower case.

Include the location of company facilities (city and state or country) early in the article.