



Hartsfield-Jackson News

Editorial Standards & Guidelines

A publication of the Hartsfield-Jackson Atlanta International Airport
Public Relations Division

Hartsfield-Jackson News Standards and Guidelines

Table of Contents

| | |
|---|---|
| Introduction | 3 |
| Purpose | 3 |
| Responsibilities..... | 3 |
| Sections of Hartsfield-Jackson News | 3 |
| Story Development Requirements | 3 |
| Goals For Story Content..... | 4 |
| Font Type and Size..... | 6 |
| Story Development and Publication Process..... | 7 |
| Dates and Timelines for Publication Process | 8 |
| Deadlines for HJN Publication..... | 9 |
| Editors and Writers | 9 |

Introduction

PURPOSE

This manual provides standards, guidelines, and deadlines for publishing the Hartsfield-Jackson News (HJN) e-magazine. The information herein will ensure seamless content and timeliness in the submission and editorial process.

RESPONSIBILITIES

To maximize use of this manual, users should:

- Read and understand the editorial standards and guidelines.
- Follow each standard.
- Ensure that stories are accurate and compliant

SECTIONS OF HARTSFIELD-JACKSON NEWS (HJN)

The sections of Hartsfield-Jackson News are:

Front page Summaries, Feature, Hartsfield-Jackson Development Projects (*HJDP*²), Tech, Passenger Information (*Pax Info*), Hartsfield In the Community (*HIC*), Parking, and Upcoming Events

STORY DEVELOPMENT REQUIREMENTS

1. Have at least 2 story ideas for each HJN Section to participate in Monthly Team Meeting
2. Story Format: Standard HJN Format Required
3. A minimum of one subject expert interview and quote is required for each story and/or attendance at the event/meeting covered.
4. Managerial and/or subject expert review is required for each story.
5. Briefs are 100 words.
6. Articles are 300 words.
7. Features are 500 words.

8. Up to 2 Photos can be submitted individually in .jpg or .gif format per story.
9. 2 line summary with title of story.
10. Format: Capitalize the first letter of each word in the title. All the words of the headline are capitalized with the exception of articles and prepositions under four letters (the, of, a, for, to, etc.). Hartsfield-Jackson is always spelled out in its first mention in a story, and the word "Airport" is capitalized when referencing Hartsfield-Jackson Atlanta International Airport.

GOALS FOR STORY CONTENT

The HJN e-Magazine gives the Public Relations Division an opportunity to highlight aviation and airport related events from the perspective of Hartsfield-Jackson Atlanta International Airport. Therefore, stories should be written Associated Press style (see Associated Press Stylebook) and in an authoritative, polished tone (See Example 1 below).

Example 1

Tentative: According to airport officials, Monday will be the busiest day of the month.

Authoritative: Monday will be the busiest day of the month.

Explanation: The HJN is "the voice" of the airport and aviation officials. Iterating that fact in a story is redundant and gives the article an uncertain tone.

HJN stories should promote the airport in a positive light and be written in a simple, easily understood format. When appropriate, stories should reflect key messages of the airport (See Example 2 below).

Example 2

No key message: New TSA security screening lanes will open at Hartsfield-Jackson next month.

Key message: Striving to maintain Hartsfield-Jackson's status as the world's most efficient airport, the Department of Aviation will open new TSA security screening lanes at the airport next month.

Explanation: People learn and remember by repetition. Therefore in our publications and statements, we reiterate key messages that the world should remember about Hartsfield-Jackson. When a key message fits within the framework of a story, it should be incorporated.

Headlines should be short and creative titles that do not completely reveal the content of the story.

Finally, lead-in sentences should be catchy and compel subscribers to read the entire article.

FONT TYPE AND SIZE

HJN - On-line Updates < 12 point size, Bold>

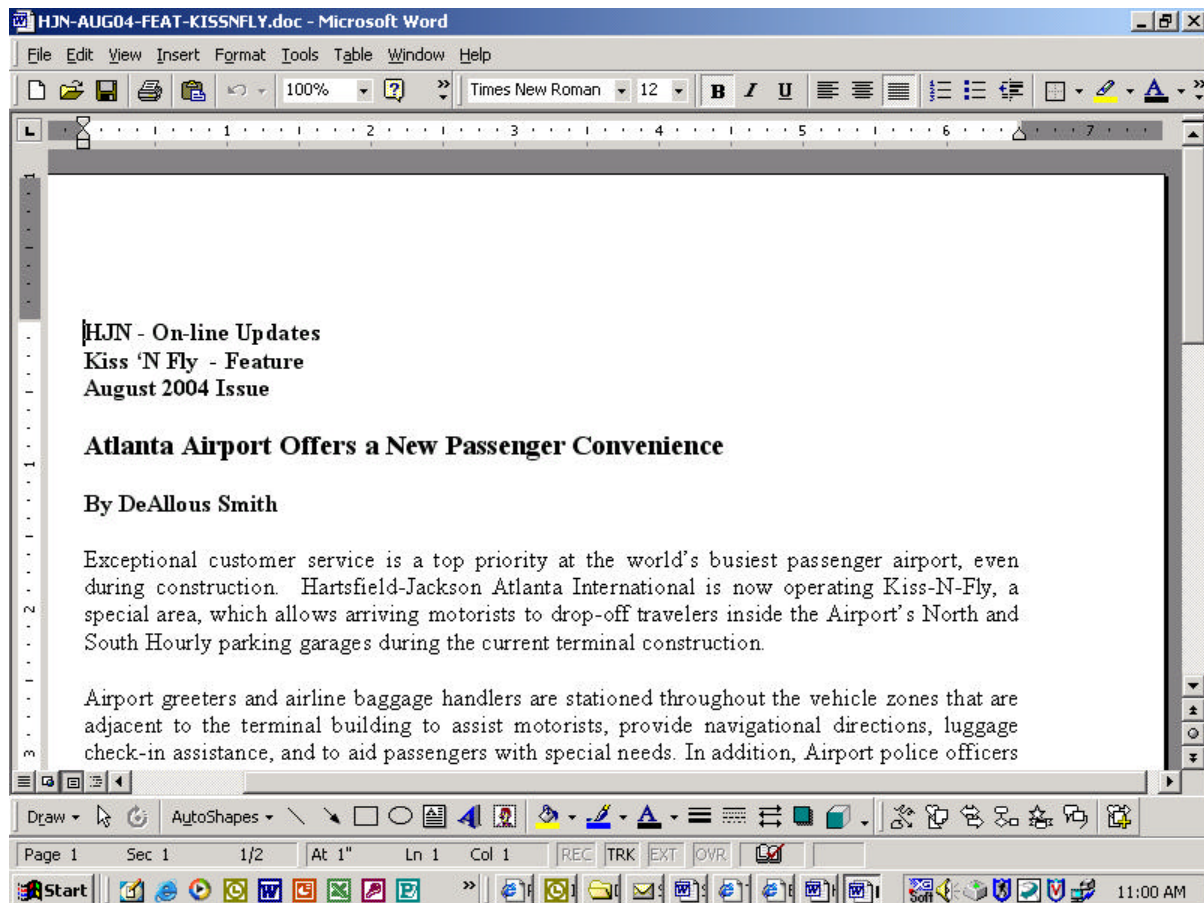
<HJN Section - 12 point size, Bold> - < 12 point size, Article Name - Bold>

<Issue - 12 point size, Bold>

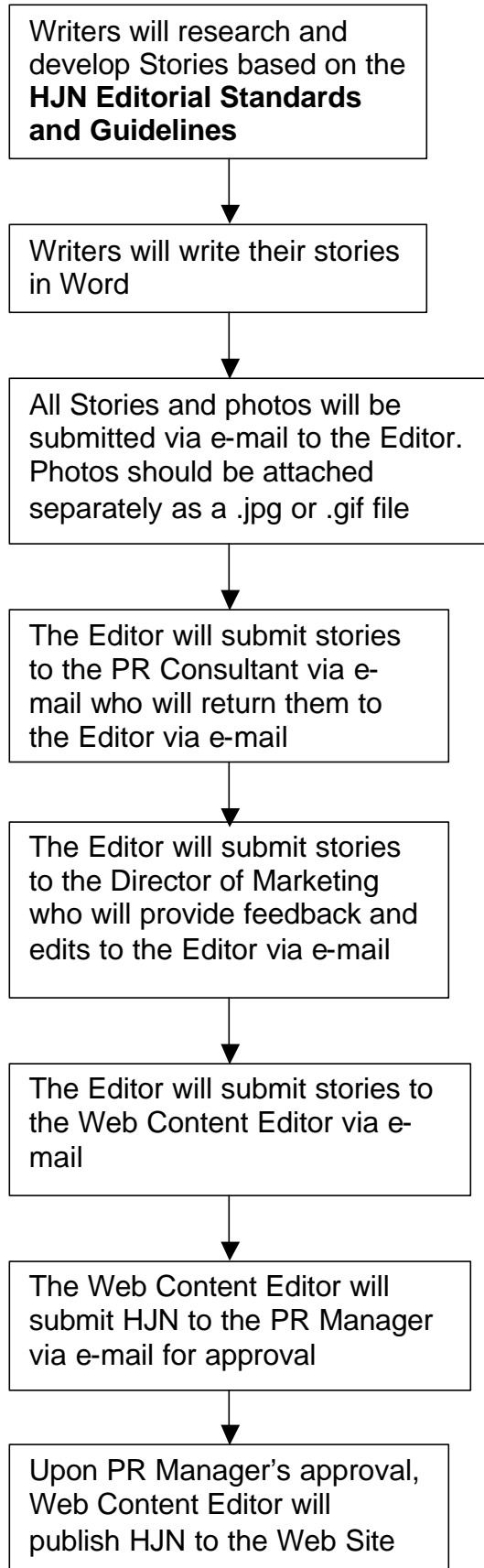
<Title is 14point size, Bold, and first letter of each word is capitalized>

By <Writers Name – 12 point size, Bold>

<All type is Times Roman font, full justification, and do not indent first sentence of paragraph>. Review the Example below:



STORY DEVELOPMENT AND PUBLICATION PROCESS



Dates and Timelines for Publication Process

The Editorial Board Meeting Dates are:

Tuesday, September 7th
Wednesday, October 6th
Wednesday, November 3rd
Wednesday, December 1st
Wednesday, January 5th, 2005

Articles to Felicia for editing

Thursday, August 26th
Wednesday, September 22nd
Thursday, October 21st
Thursday, November 18th
Thursday, December 16th

Articles from Felicia to Erin

Wednesday, September 1st
Tuesday, September 28th
Wednesday, October 27th
Wednesday, November 24th
Wednesday, December 22nd

Articles from Felicia to Robert

Wednesday, September 7st
Monday, October 4th
Tuesday, November 2nd
Tuesday, December 7th
Thursday, December 30th

Articles from Felicia to Cristiane

Monday, September 13th
Friday, October 8th
Monday, November 8th
Monday, December 13th
Wednesday, January 5th

Articles from Cristiane to Lanii

Wednesday, September 15th
Monday, October 11th
Wednesday, November 10th
Tuesday, December 14th
Friday, January 7th, 2005

Deadlines for HJN Publication

Thursday, September 16th
Wednesday, October 13th
Thursday, November 11th
Thursday, December 16th
Monday, January 10th, 2005

Editors and Writers

HJN Editors:

Name:

Felicia J. Browder
Robert Kennedy
Erin Murphy
Lanii Thomas

Lead Writers:

DeAllous Smith
Debra Dixon
Felicia Browder

Contributing Writers:

Bob Picariello
Kimberly Sharkey

Web Specialist:

Cristiane Romanini