

Editorial Guidelines

Format: Use our style sheet below for common format and style questions.

- Single space after periods.
- Single return after paragraphs. No indent.
- Please use html tags for formatting that requires bold, italics, or hyperlinks.

Photos: We encourage you to take photos, video, and/or record audio and submit with story. We also ask you to find and press stills. All media should be sent with proper caption and credit. Editor will choose best media for the site's layout.

To Submit: Send all stories as an Microsoft Word attachment to connect@eikam.in. Please include:

- Headline (title of the story)
- Sub headline (one sentence of further explanation)
- Summary teaser (a paragraph that can be used in the email newsletter and on the home page)
- Byline (your name)
- Bio (1-2 sentence bio with your e-mail or website if you wish)
- Writer headshot (optional)
- Arial font
- Contact information for sources interviewed

Length: Typically about 4000-5000 words.

Writing Process

- Writers must represent their original viewpoint. Plagiarism will not be entertained.
- Journalistic, or neutral tone, encouraged and required unless the article is explicitly reviewing content, is an essay or an editorial.
- Polarizing views on political, social, religious, gender or racial issues are not encouraged.
- In case of interviews: In-person or phone interviews preferred over e-mail. Writers are encouraged to record interviews but ask source's permission in advance.

- E-mail and other modes of communication may be used for background, research, and spot fact checks.
- All quotes should be referenced to at the end of the text.
- Quotes to be no longer than 30-50 words.
- Please use Chicago Manual of Style for citations.
- Writer is responsible for double-checking spelling of names, film titles, years, and other reported facts.

Editorial Process

- The editing process varies by on quantity and quality of the writing.
- A light edit includes small changes to adhere to *Eikam's* style sheet or for purposes of accuracy or brevity.
- If editor requires additional clarification, reporting, or approval of changes, writer will receive copy for approval.

STYLE SHEET

Here are some guidelines that all articles must follow for publication. Also, use dictionary.com for spelling, dictionary and thesaurus or [Elements of Style](#) or other [Bartleby](#) books for grammar help.

ABBREVIATING

Abbreviations are fine, but the full spelling should be included in first-time reference. For example:

The Independent Feature Project (IFP) is an organization for filmmakers across the country. The main goal of the IFP is to help filmmakers promote their works.

APOSTROPHES

Apostrophes should be placed as follows based on whether the subject is singular or plural:

The filmmakers' goal was to educate the community.

Mr Jones's goal was to educate the community.

DASHES

Use en dash with spaces not double dashes:

Several films screened – although no filmmakers attended.

DATES & TIMES

If writing a single date:

24 August 2020

If writing a set of dates:

24–30 August 2001

If writing a decade date that is not in this century:

1960s

If writing a decade date that is in this century (probably won't be all that applicable just yet):

'30s

When writing time of day:

8 p.m.

INTERNET TERMS

Always capitalize "Internet"

Use "website."

Use e-mail not email.

When an URL comes at the end of a sentence, put a period after it.

Provide complete urls for as many relevant links as possible.

INTERVIEWS

Always use the initials of the interviewer and the last name of the interviewee, and bold:

SH: Why do you make films?

Wiseman: Because I like them.

When referring to an interviewee, refer to their last name.

Since 1990, Wiseman has produced several films.

NUMBERS

- The numbers 1 – 9 should be written out:
There were three cats in the room.
- Numbers above nine should be numbers:
There were 11 cats, 100 dogs, and 1,000 birds.
- Numbers in a series should be written as follows:
Competitors 1-8 will be first; competitors 152 – 160 will be next.
- Numbers starting a sentence will always be spelled out:

Five hundred movies were at the festival.

- Awards:

The first place winner

The 14th place rider

- Write out per cent:

5 per cent

100 per cent

QUOTES

Use single quotes

Always put periods and commas inside quotation marks.

'It's a great film,' said Wiseman.

Put question marks and exclamation points inside quotation marks unless they apply to the sentence as a whole. For example:

He wondered, 'Will this film be a success?'

Has anyone heard him say, 'Don't watch that film'?

TITLES

Movie titles, book titles, television programs, and episode titles should be in *italics*.

Exhibits and programs should be in title case:

The Wiseman Retrospective

Screenwriting for Dummies

Individual pieces within an exhibit should be in italics:

The Scream was on exhibit at the MFA