MP News Guidelines

News stories should not exceed 500 words and be accompanied by at least one photo.

The Mountain Partnership shares information about sustainable mountain development, so news stories must be centred on mountain communities and/or environments and be as timely as possible.

Headlines:

* Have a limit of 50 characters with spaces (no abbreviations or acronyms)
* Must have the word mountains or name of a mountain or mountain range
* Should have an action verb in the present tense
* Establish geographic location – region, country, mountain range

News structure:

The first sentence of the news should be about the latest development and ideally include

* who (name of MP member, if applicable)
* what the action/development is
* when, the day the news occurred (please try to submit news as early as possible)
* where – town/city and country
* how and why, if possible but those can also be explained further down in the story

Quotes are a great way to make the story more interesting and add perspective. In a story of 500 words, one or two quotes suffice; three should not be exceeded.

All stories end with a ‘read more’ link to another website, so writers should provide a website where readers can find either the same (originally published) article or more information than what was provided in the story. One link is enough.

Byline:

Articles can be signed by an individual or by an organization, if preferable. Members of the Mountain Partnership should be sure to include the name of their organization in the news itself as well as in the byline at the end of the article.

Photos:

Should be a good quality - resolution 300 dpi is best but less is acceptable. Multiple photos are appreciated and will be used on Facebook and Flickr. Please be sure to provide the name of the photographer.