

## WildTomato Writers Guidelines

### What are the requirements for submitted articles?

Manuscripts must be typewritten in Microsoft Word format, Verdana, 11pt, 100%, and emailed to [editor@wildtomato.co.nz](mailto:editor@wildtomato.co.nz). Hard copies of written material will be refused. Submitted pieces should not contain a title, lead or pull quote.

### Tips on writing for WildTomato

- The first line and paragraph must be mind blowing. Feel free to knock the reader about the head.
- Every word matters. Each sentence should snap, crackle and pop with excitement. Each paragraph should mean something.
- Unless the writer is passionately interested in the story, the reader is sure to be bored.
- We like good storytelling – the compelling anecdote, the colourful character, the lively quote, the telling detail.
- There is no substitute for first-hand reporting, so get out and speak to the people. Let the reader experience a story directly through the words and actions of people that the writer encounters, as well as through the writer's narrative.
- Your duty is to your readers and the story – not to interviewees, politicians, famous people, etc. Do not fall into that great yawning elephant trap of being too nice.
- Bite the tail: Tie the story up with a concise closing paragraph that connects the first paragraph to the last.

Should you have any questions regarding the above, please do not hesitate to contact me.

Regards

**Jack Martin**

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