



# Bow International Delivery Guidelines and Style Guide

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## DELIVERY OF COPY

The editor will accept copy in any computer readable format, as long as it is brilliant, error-free, delivered on time, at the requested word length, and ready to go to print. Please note these five elements carefully.

The ideal format is a .doc or .docx file attached to an email, with the issue number and your name in the filename, e.g. "BOW149\_JoeBloggs.docx".

A plain text (.txt) file also works just fine.

If you have been asked to spilt your copy into main (body) copy and a boxout or boxouts, make sure it is clearly marked out as such.

Copy should be checked, and checked again. A spellcheck is merely a stage in the process of writing, not a magic wand, and auto-correct is capable of mangling anything. Read through your copy and check for errors. Read it aloud. Tidy it up. Make it tighter and better. Then do it again. *Then* send it to the editor.

**PHOTOS:** If you have been asked to provide photos as part of your commission:

- a) Rename each filename clearly and descriptively e.g. **indoorbale.jpg** or number photos sequentially and add references inline in your copy. Whatever you do, make it so clear a small child could follow it.
- b) Compress multiple photos into a single (.zip) file and attach it to the email you send your copy with.
- c) You must personally own all rights to any images supplied OR explain exactly where they came from, if (and only if) they are press material or you have explicit permission. This is essential in order that they are categorised correctly in terms of usage rights on Future's systems. If in doubt, ask the editor, as close to the commission date as possible.

Please send all photos unprocessed (no cropping, filters etc.) and at their highest resolution. If there are many large photos, ask the editor for a Dropbox or Google Drive link.

## STYLE GUIDE

This is intended specifically for contributors to Bow International magazine. It primarily covers sport-specific issues, rather than the general use of English. There are many other style guides for journalism in use; for an example, look at: [www.theguardian.com/guardian-observer-style-guide-a](http://www.theguardian.com/guardian-observer-style-guide-a)

This style guide was developed in conjunction with World Archery, although there are differences in usage. It also draws elements from the official style guide for the Olympic News Service.

## British English

Bow International is published in British English.

Correct spellings of some totally random words are: *medallist*, *focused*, *aluminium* and *stabilisers*.

The main exceptions to this rule are official names of places.

“Madrid is very much the centre of archery in Spain.”  
“The tournament took place at the Easton Foundations Archery Center.”

## Countries

Generally speaking, the country of origin of international athletes should be identified to the reader on first use. Use good judgement. If the piece is located in one country and a large majority of the athletes are from that country, it is probably not necessary to ID each one.

In body copy, use natural language and familiar country names and adjectives to identify countries of origin.

Tanja Jensen of Denmark...  
Denmark's Tanja Jensen...  
Tanja Jensen, the only Dane to make the trip...  
Tanja Jensen topped the ranking round with 699. The Danish athlete...

The goal is to inform the reader without being fussy or overly formal. The text should flow and be enjoyable to read.

Bow International is a magazine that assumes some knowledge on the part of the reader. So with well-known athletes, and in context (e.g. a shoot report) there may not be a need to write “Brady Ellison, of the USA...” Use your judgement, but if in doubt, add it in.

Do not use bracketed formations e.g. **Aida Roman (Mexico)** in body copy, but they can and should be used in subheads, tables, lists and boxouts though. Needless to say, be consistent.

Bracketed IOC country codes, such as:

**Aida Roman (MEX)**

are not to be used in body copy, as they choke readable text and may confuse the casual reader. An exception may be made for long lists and captions. Remember, IOC codes are always capitalised.

## En-dashes

Make sure to learn the difference between en-dashes and hyphens, and how to produce them on your computer. (the longer em-dashes are not used in Bow).

Hyphens: for compound words such as **sport-specific**.

En-dashes are used for scores: “**He won the match, 6–4.**”

and *a/so* for replacing commas or parentheses: “**Upon discovering the dash errors – all 124 of them – the publisher immediately recalled the magazine.**”

## Measurements

Archery is a sport where people from all over the world mix imperial and metric measurements all the time. Bow is no different. The following rules are not necessarily consistent, but are designed with reader expectations in mind.

### TEMPERATURE

Must be given in celsius (°C) with the degree symbol. Like this:

“Temperatures in Antalya can hit 40°C in May.”

Fahrenheit is optional and should be given in brackets after the celsius reading, again with the degree symbol.

“The SoCal Showdown was held in an unseasonal 22°C (72°F).”

### WEIGHT

Use ‘lb’ and ‘lbs’ for bow weight.

“She uses 40lb limbs, drawing 39lbs on the fingers.”

Do not write out ‘pound(s)’ or use the hash symbol.

### DISTANCE

70m round (not 70M round or 70 metre round)

100 yards (not yds)

Use inches in familiar archery contexts (e.g. draw length). Write out as ‘inch’, don’t use ‘in’ or the “ symbol.

‘Half an inch’ etc. should be written out, do not use ½ or similar vulgar fractions.

### CURRENCY

Should be given in EITHER pounds sterling, US dollar, or euro amounts as appropriate for context and using the appropriate symbol (£, \$, €).

“The tournament costs \$500 to enter.”

Anything else, give local currency and convert to pounds sterling in brackets, like so:

“She received a bonus of 10M won (£6600) for winning.”

Don’t use GBP, USD etc. unless absolutely necessary for clarity.

## Numbers

In sentences, **spell out numbers from one to ten, use figures from 11 upwards.**

Similarly, in body copy use first, second, third — not 1st, 2nd, 3rd — and then 11th, 12th etc.

“He put in an incredible ten to win the match and take his 11th world title.”

Two main exceptions:

when describing set scores: “He won the match, 6–4.” (note en-dash)

when listing the totals scored in an end: “She put in a 10,10,9 to close out the match.”

## Spellings, Hyphenations and Caps

### Head-to-head(s)

hyphenated

### Longrod

not long rod. Also *siderods*

### Round robin

Is the form describing a type of competition. In the adjective form, modifying a noun, it should be hyphenated.

“She shot clean in her last match of the round robin.”

“The Varsity Cup is a round-robin tournament.”

### Semifinal

not semi-final. “...to set up the semifinal with the Korean.”

Same with quarterfinal.

### Shootoff

Not shoot-off or shoot off. “The match was won by a shootoff.”

### Tiebreaker

not tie breaker or tie-breaker

## The Banned List

### Robin Hood

The words 'Robin Hood' are not to be used in Bow International unless explicitly referring to a derivative work featuring the semi-mythological character. Nothing screams lazy local newspaper piece louder than a phrase like 'aspiring Robin Hoods should...' or similar. Never. Ever. Do. This.

### Exclamation marks

Exclamation marks are the written equivalent of laughing at your own jokes, and are rarely justified in good copy. Any feature which contains more than one (!) may be returned.

## Websites

Web addresses are to be given in this format:

[www.bow-international.com](http://www.bow-international.com)

So: include a *www* but ignore any *http://*

## | Around The World |

### World Archery Champion

For clarity, the capitalised title refers to the current title holder only:

"Im Dong Hyun is the reigning World Archery Champion."

Similarly with teams: "Germany are the World Archery Champion team in women's recurve."

Former world champions are lower case.

### World Championships / World Archery Championships

capitalised when describing the actual event  
lower case when used *en passant*

"There were no world championships that year."

**World Cup**

Hyundai Archery World Cup on first use in an event context, World Cup (capitalised) in anything else.

**world number one**

not world No.1 or anything else

**world ranking**

not World Ranking

**world record**

not World Record

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