

What makes our mag special?

We won't beat the bloggers, alt weeklies or anyone else in discovering the newest bands, coolest venues, hottest deejays or whatever.

What can we do better? Depth and storytelling. We want lots of information about awesome Philly stuff, told in an entertaining style that drops the reader into the experience.

Avoid reviews. Focus on ideas, trends and amazing people.

These are the mag musts:

- Every story has to have a primary character – one person to whom the readers can connect. Even if you are talking about a band or a family, there needs to be one person who is the spine of the entire story. We need to learn how that person got to where s/he is now. Blend other voices into the story. Every story should have multiple voices.
- We need to see, hear and experience the situation/ story/ person. That means we rely heavily upon description and detail. Avoid adjectives (tall, pretty, loud) because adjectives have different meanings to every person. If you use adjectives, follow up with concrete details (“It was so loud I couldn't hear for three days afterward.”). Build scenes that drop the reader into the moment.
- Something has to happen in the story. Unless you are doing a Q&A, we must see the people in your story doing something: jumping on stage, walking down the street, joking with friends, anything. We need action to propel the reader through the story.

Here is our mag writing style guide:

- Write in the present tense. Quotes are fine in past tense. But focus on action NOW.
- Every person in your story must have a first and last name. Unless they are Rihanna.
- Use full names on first reference. After the first reference, refer to them by their last name only. The exception is for people 18 or younger – first names are fine after the first reference.
- Everyone has an age and residence (i.e. Mookie Wilson, 24, of Port Richmond).
- If they say that they are from Philly, get a specific neighborhood (i.e. West Philly, Fairmount, Mt. Airy, Mayfair, North Philly, Kensington, South Philly, Northern Liberties, Frankford, Mantua, etc).
- Use active verbs. Avoid passive verbs (is, am, are, has, have, had, etc).
- Attitude is good but don't rely upon adjectives. Use details and facts (Don't say he's funny. Say, "He walked down the street with his pants around his ankles.").
- Cursing is fine in quotes from people. Don't curse on your own unless you have good reason.
- Only use the first person voice (I, we) when/ if you are an active participant in the activity taking place in the story. We are crafting relatively short stories. Don't waste space talking about you when we should be focusing on our subjects.
- If you are in the story, you should be sprinkled throughout the piece. If you are only in the story a little, you probably shouldn't be in at all.

- Don't rely upon information found in other sources – mags, blogs, newspapers, whatever. They might have gotten stuff wrong. Use that info as background. Ask the people involved directly.
- Avoid any references that will set the story into a time that doesn't coincide with when the mag will be on the street. For the summer issue, don't mention the icy roads when you were reporting.
- Stick to word counts. You can go over by about ten percent. Don't go way over. Don't come in way short either. And don't fill the story with fluff if you are short. Do more reporting.
- Please spell-check and verify all of your facts.
- At the end of every story you submit, please list all the names of people you contacted for information and provide contact information. If you cite stats, provide URLs to the source.
- Feel free to suggest headlines, though headlines will be determined based upon space and layout. Tell us how you want your byline to read (G.W. Miller III) and tagline (G.W. Miller III is a journalism prof at Temple).
- Submit stories early if possible. With a small crew of volunteers running this mag, we need to get the wheels rolling as soon as possible on everything.

Here are the rules for JUMP mag photos:

- Unless you are shooting an obviously staged portrait, don't set up images (i.e., don't ask somebody to recreate moments). We want reality. If you missed the moment when it occurred, you are shit out of luck.
- Don't miss the moment. Shoot a lot of pictures. Everywhere. Of everything.
- Shoot action and reaction. Snap shots of the band. Then turnaround and shoot the crowd. Get there early and hang out late. Shoot pictures constantly.
- If you are shooting an obviously staged portrait, feel free to go nuts – we're OK with nudity, obscenity, funny faces, props, lights, whatever. Be provocative. Challenge conventions. Have fun. But don't be a jerk just to be a jerk. Try to capture the spirit of the people being photographed.
- We need large image files. Shoot raw if possible.
- If you are shooting with a point-and-shoot camera (and that is totally cool), make the largest possible file, and don't shoot on a film speed/ ASA/ ISO above 800. It gets too grainy.
- Avoid flash on-camera. If you don't know what flash off-camera means, you probably don't have the ability to do flash off-camera. So turn your flash off.
- Immediately after you shoot images, contact George (journalismgeorge@gmail.com) or the photo editor and submit your images. Don't edit. We'll edit together.

Here are the rules for JUMP mag art:

- Don't defame anybody. We don't want to get sued. Really. We're broke as a joke.
- Otherwise, go for it. Just be sure that we can scan the work or photograph it so that we can get it into the magazine.

•• *We cover the Philly local music scene. New Jersey is not Philly. Neither is Lower Merion.* ••