



Cool Davis Content Submission Guidelines January 2018

Community members are invited to submit content at any time for publication on both web and social media platforms. Event announcements, event follow ups, and other informational articles relevant to sustainable living in Davis, California, and the surrounding community that align with our [mission](#) will be considered at the news editor's discretion.

Contact newseditor@cooldavis.org to inquire about submittals and confirm deadlines.

Article Submissions

- 500 words for event announcements
- 700-1000 words for a full article
- Attach at least 1 relevant image (at least 800 pixels) (2-3 images is ideal)
- Include photo credit and caption information in text (or email body)
- Include subheadings (approximately 5)
- Submit proposed title (expect changes)
- Submit preferred publication date

Working Group Event and Other Articles

- Web page news (displayed on main page Events section and Events page)
- Social media event (Facebook event)
- Social media likes and shares
- Post to Cool Davis community calendar

Partner Events and Other Activities

If co-sponsored by Cool Davis:

- Same as for working groups

For other partner events:

- Social media likes and shares
- Post to community calendar

Lead Time

- Allow 3 to 5 days advance notice for editing and publication.

Deadlines

- Contributors are invited to submit content at any time. Web posts will be included in our newsletter as possible. Newsletter publication months are

Jan/Feb, Mar, Apr, May/June, July/Aug, Sept/Oct, and Nov/Dec typically the first Friday of the first month but occasionally mid-month.

New Partners

- Welcome article (organizational profile) with links to organizational website and/or social media
- Added to [Community Partners list](#) on website with links to organizational website and/or social media

Partners with Editorial Permissions

- Save blog posts as drafts then notify Communications Coordinator

Event Co-Sponsorship

- If any partner or Coalition or other group would like Cool Davis to co-sponsor an event, they must submit a written request to our Executive Director which will be presented at a regular monthly Board meeting.

Advocacy or political content

Content with public policy implications is subject to Cool Davis Board policies.

Any political, policy, or advocacy oriented content will be forwarded to our Executive Director for review if persuasive in nature. Policy discussions closely connected to our mission that do not focus on particular politicians and are informational and balanced in treatment can generally be published without Executive Director or Board oversight.

Cool Davis Board of Director Policy Positions

If any partner or Coalition or other group would like the Cool Davis Board to take a policy position, they must submit a written request to info@cooldavis.org. Requests will be presented at a regular monthly Board meeting. The Board may consider urgent items between board meetings at its discretion.