

APWA "PUBLICWorks" Magazine

ARTICLE SUBMISSION GUIDELINES

Feature Article: 1500 words (3-5 main points)
Article: 800-1500 words (3-4 main points)
Committee Report: 800-1500 words (3-4 main points)

Images: Please submit a **MINIMUM of 2 images** (up to 10) of high quality resolution (300dpi/ppi).

- Submit photos separately from the word document (**do not embed**).
- Formats accepted: JPEG, TIF, PNG, EPS.
- For all images submitted, please fill out a photo worksheet, name individuals pictured and briefly explain what is happening in the photo.
- You can use a file sharing service to share a large quantity of photos. (ie. Dropbox, Google etc). Please email if you need assistance with sharing.

HOW TO SUBMIT

- Send your word document, photo worksheet and non-embedded images to:
Leah LaCivita, MRSC - llacivita@mrsc.org, 206.625.1300x118

2018 Advertising/Content Deadlines

Spring: February 2, Pre Spring Conf

Summer: May 4, Post Spring Conf

Fall: July 27, Pre Fall Conf

Winter: November 2, Post Fall Conf

2018 Space Closing / Distribution Dates

Spring: Early March

Summer: Early June

Fall: Early September

Winter: Early December

FEATURE ARTICLE & ARTICLE SUGGESTIONS

These suggestions are to assist you in creating vibrant content for the magazine.

1 Find a Relevant Topic: Patrick Skillings, the Publications Committee Chair, is available to help generate ideas. **Patrick Skillings, pskillings@skillings.com, 360.280.4998**

- Solicit your committee/organization for ideas.
- Has there been media coverage of something in your area of expertise?
- Has something changed? governmental regulations? technology?
- Is there additional information from a presentation that you weren't able to cover?
- Does your committee get routinely asked the same things?
- Was special recognition awarded?
- Was there an event? (If so please include the date, location and individuals / organizations involved?)

Other Factors to Consider: When writing your article, keep in mind that readers want to know why they should care about your subject.

- What are the long term effects of my subject?
- How does this affect the Chapter as a whole? Is there a specific date?
- Why should a Chapter member take note of this subject?
- Are there any action items that Chapter members can get involved in?
- Who should interested Chapter Members contact for more information?

COMMITTEE REPORT SUGGESTIONS

Suggested themes and sample ideas:

- Committee description: Why it was created (what need) and how do you meet that need?
- Highlight of past committee accomplishments
 - Is there something your committee is known for?
 - Is there an event sponsored by your committee? Or other community work/outreach legislative/policy work?
- Upcoming activities and/or goals for the year
 - Increase members? Is there specific legislative/policy items?
- A call to action for readers:
 - How can members get involved in your committee? Next meeting dates, where to go to learn more.
 - Are you actively seeking mentors, leaders or volunteers (event)?

2 Get Editing Assistance: Assistance with editing such as grammar and structure will be provided by either our editor Leah LaCivita (MRSC) or the Marketing Committee Chair Grace Richardson.

- **Leah LaCivita, MRSC - llacivita@mrsc.org, 206.625.1300x118**
- **Grace Richardson, DEA - grace.richardson@deainc.com, 425.519.6502**

3 Use Imagery: If you are looking for an image taken at a conference or looking to have an image edited (brightness, removal of distracting background element etc), contact LILT, APWA's graphic design and marketing consultant.

- **Juel Lugo & Bethany Maines, LILT - lilt.universal@gmail.com, 253.209.5112**