Editorial Guidelines
Article Submission to MIWC eNewsletter

The sections below provide direction on communications and instructions on how to place articles in the monthly eNewsletter. Mercer Island Women's Club (MIWC) will only accept submissions from internal sources, we do not accept external submissions from the Public. Please refer to these Editorial Guidelines before submitting content as these are MIWC Terms and Conditions.

Content Guidelines:

Please include the following in your event announcements:

- The event
- The chair
- When and where it will happen
- Why people should attend
- A contact phone number, email address, or both to get more information.
- Please verify all the above facts in the materials you submit
- Check it and proofread all the text, check links work.
- Add your activity to the MIWC Google Calendar.

Sections of the eNewsletter:

MIWC reserve the right to decide on which sections to display on a monthly basis. If there is no news for one of the sections then it will be considered on hold and not displayed in the eNewsletter until a new article submission is submitted.

Sections:

- Calendar of Upcoming Events
- President's Welcome
- General Announcements
- Luncheons
- Civic Projects
- Welcome New Members
- Activities Announcements

- Daytime Activities
- Evening Activities
- Sports and Fitness
- Board Meetings
- This Month's Birthdays
- Quick Links (Quick Links to important parts of MIWC Website)

Submission Procedure:

Articles submitted are reviewed and edited by the eNewsletter Editor. All submissions are subject to editing for space, clarity, grammar and conformity with editorial guidelines. All submissions should be checked for accuracy by the submitter. Enter your activity with a Sub Title in the relevant eNewsletter section.

Submission and Formatting Content:

eNewsletter Submission Guidelines:

Please input your submissions into the eNewsletter Google doc which will be shared every First Day of the Month. Please only email submissions for the eNewsletter to the MIWC Editor if there is a technical problem with the Google doc : miwcnewseditor@gmail.com

Strict deadline: Eighth Day of Publication Month at 6:00 pm. Any late submissions will not be included and you will need to re-submit in the following month's Google doc. After the 6pm deadline the Google doc share will be removed. A reminder email will be sent to you on the First Day of the Month along with the link to a Google doc where you can enter your submission. **Example October eNewsletter:** September 1 Reminder email with Google doc link sent to all chairs that submit monthly articles. September 8 6:00 PM is the Hard Deadline for submissions. September 15 eNewsletter will be emailed to MIWC Members and September 13, hard copies of the Newsletter will be mailed out to members who have requested US Mail delivery to arrive on September 15.

Please submit plain text paragraphs of no more than 500 words per section. Please do not pre-format your text with bolding etc. In doing so you are wasting your time as the Editor will clear all formatting. No attachments, images, PDFs or Flyers, please. If you have a flyer/image it needs to be

emailed as an attachment to the Editor, format jpeg, or png. These images are for events only. Do not try to embed in the Google doc. MIWC reserves the right to edit submissions for clarity or length.

Submissions will run for one month and then will be removed. You may re-submit your blurb if you need it to run again before the event or to re-publicize an ongoing program. MIWC aims to have a Professional eNewsletter with interesting content, so do not repeat the same information over and over. Consider a book review of the last book a book club read or an article describing the fun had at an event or activity. **Please Note:** MIWC accepts Electronic submission via Google doc only.

Formatting Content Guidelines:

While it is very helpful to the Editor to see what a contributor would like to emphasize in their article, the Editor reserves the right to reformat an article to conform to MIWC Communications Standards. It is the discretion of the Editor to remove excessive embellishments such as overuse of exclamation points, bolding, italicizing, underlining, all caps and font colours. Font faces and font sizes are also the discretion of the Editor. Typically, readers only skim email content. It is best practice to be concise and use bulleted lists (where possible) to assimilate information quickly. Please only use bullet points for lists, stars, dashes, numbers will not be accepted. Presentation must be professional looking or readers will lose confidence in the content.

APC Published eNewsletter Formatting Standard:

Format in Verdana	Font Size	Font Color	Bold or Normal
Main Heading	14	**Black**	Bold
Sub Heading	12	**Black**	Bold
Body Text	12	Black	Normal
Date/Time Format	12	Black	Underline Date 12:00 pm
Paragraph Break	Line space not indents		
Hyperlink Color	#0000F Blue		

Terms and Conditions: Your Submission Of Article Constitutes Your Agreement To Be Bound By These Terms And Conditions. Issued By: MIWC VP Communications.