

RIVARD REPORT STORY SUBMISSION GUIDELINES

Thank you for your interest in writing for the Rivard Report.

We've been honored to publish work from journalists, business professionals, academia, city officials, bloggers and anyone that has something relevant, thought provoking, creative, and/or entertaining to say to the growing SA community. We don't do PR, but we've published stories from public relations professionals that have something more insightful to say than a press release.

Generally, we do not pay for commentary/opinion pieces – especially if the writer is directly connected to (through professional or personal means), or benefits from, the subject matter.

Our writers come from varying levels of experience with writing – especially that of a journalistic style – so these specifications can act as a refresher for some and an introduction to others.

These guidelines are not rules and regulations. We're here to facilitate your communication to the community – ask us anything. If image formatting is unclear or if you've got a special plan for the layout of your article, please let us know.

Once submitted (to iris@rivardreport.com and hello@rivardreport.com), your piece will be reviewed by our staff for clarity, accuracy, grammar, etc. Please note that acceptance of a submission does not guarantee publication.

You are welcome to email our Managing Editor iris@rivardreport.com if you have any questions or suggestions.

The Bottom Line: Three things we need from you when you submit an article

- **Word document of your article.** • Single spaced, one space between paragraphs, no paragraph indentation
- **Art (& Corresponding Captions)**
 - Attach .jpg files (or PDFs of documents) of reasonable size (a resolution of 72 and no wider/taller than 800 pixels) to emails (Please do not embed photos into your word document)
 - A full-color headshot or profile picture of yourself: 150 x 150 pixels
 - Provide captions that correspond to art/graphics **at the bottom of your**

submission document.

Credit the photographer or group that provided the photo and include the file name (example1.jpg) and a brief, corresponding description of what the photo illustrates. Don't be afraid to add more contextual information/interesting tidbits here, but try to keep it short and sweet. DO be afraid to use photos that you/we don't have permission to publish from the photographer/organization.

- **Bio** In the body of your submission email, please include a brief bio about yourself and the work you do – be sure to include links to your personal or professional website(s), email address, twitter handle, Facebook page, etc.

Example: Miriam Sitz works for Accion Texas Inc., the nation's largest nonprofit micro-lender. She is also the author of the San Antonio restaurant and culture blog Miriam210.com and makes and sells handmade soap, cards, and other crafts at TinderboxGoods.com.

Please include links to social media/website below your bio.

<http://twitter.com/miriam210>

<http://www.miriam210.com>

<http://facebook.com/tinderboxgoods>

Specifications

- Articles, or “stories,” should be about **800 - 1,200 words**. This is flexible, of course, the more engaging and artful, the more we can justify a longer article.
- Unless previously discussed with us, stories are written from a journalistic perspective with data, facts and new, useful information. The Rivard Report prides itself on providing **UNIQUE CONTENT** relevant to the progressive development of San Antonio. Please **include at least one third party source** – a survey, interview, news article, data from research, your own personal experience, reporting or research – even a link to another blog. Provide value to the reader that they cannot get elsewhere.

- Include links to other relevant content – i.e. if you're writing about the [San Antonio Mission Reach](#), **embed a hyperlink** to it as we've done in this sentence. This provides context for the reader, who may know nothing about the San Antonio Mission Reach, and it's a good SEO tactic, "link love."
- **Photos that you own** or are in the public domain are preferred, and many sources exist for free photos. i.e. All images produced with public monies (City's website, government websites) are free for the public to use. If you're not sure, ask. Photography/graphics are art forms and we're not in the business of stealing art.
- **Headlines** should work for search engines AND human readers. We rewrite headlines at least twice (if not more in our heads) but please suggest what you think is appropriate.
- Please **name the Word document something unique to your submission**: usually includes a slug/topic, author, and date: SolarTour_Dimmick10-1-2012.docx. • (This makes our organizational process easier)
- When you submit an article, we post it in our system as a draft and make edits from there. We'll often add links to contextual information, make changes to grammar and apply AP style to your writing. If you send us an updated draft, please send us a document with **tracked or highlighted changes** so we can see what you've added. Preferably, you can send us paragraphs that only need to be inserted into the existing draft in our system.
- Please, no exclamation points (!). "Cut out all these exclamation points. An exclamation point is like laughing at your own joke." – F. Scott Fitzgerald
There are, of course, exceptions to the rule. But they are rare.

We pride ourselves on community engagement – many of our authors are readers and vice versa. We like to start conversations in living rooms, meetings, and (of course) online. Once published, please share with friends and family via email, Facebook, Twitter, or any medium you prefer.

The comment section on each story is almost – if not just – as important at the story itself. We encourage our contributors to check in on their stories and respectfully respond to at least a couple positive (and perhaps negative) comments.

Thanks again for reading (and hopefully writing for) The Rivard Report, we hope to hear from you soon.

--The Rivard Report Team