



## Guidelines for Submitting Items to be Published in *The Avocet*, Santa Clara Valley Audubon Society's bi-monthly newsletter

### *Deadlines for Submission:*

The **deadline** to submit an item for publication in *The Avocet* for each issue is **the 1<sup>st</sup> of the month prior to the issue's publication date**, as listed as follows:

Publication Date	Deadline for Submission
Jan/Feb	Dec. 1 <sup>st</sup>
Mar/Apr	Feb 1 <sup>st</sup>
May/June	Apr 1 <sup>st</sup>
July/Aug	June 1 <sup>st</sup>
Sept/Oct	Aug 1 <sup>st</sup>
Nov/Dec	Oct 1 <sup>st</sup>

NOTE: Any article or submission received after the deadline cannot be guaranteed to make it into the intended issue, and may be either held until the following issue or omitted entirely.

### *Selecting Items for Publication:*

Items will be selected for inclusion in any given issue based on space availability and the judgment of the *Avocet* editor(s) and SCVAS staff. See contact information provided below. Articles or submissions that are omitted because of spatial constraints, and which are not time-sensitive, will be held until there is space available for their publication. However, we can give no guarantee as to when that might be, if at all.

### *Length Guidelines for Submitted Items*

Because publication space is very tight, shorter submissions are more likely to be chosen for publication than longer items. While the editor(s) and staff will edit items as needed in order to meet our space requirements, it is highly preferred that each individual author edit his/her own submission. Again, this will make it more likely that a particular submission is chosen to be included in the newsletter.

### **When submitting an item for publication, please observe the following guidelines:**

- ⇒ **Full-length Articles** (such as current news and events, bird-related stories, conservation updates and progress, etc.): Maximum of **750 words** (with 500 words being highly preferred; see notes above about editing).
- ⇒ **Events and Activities Calendar:** Maximum of **50-60 words**; any included graphics should be minimized to no more than 1.5" x 1.5". SCVAS reserves the right to omit graphics if space requires it. The priority for including items in the Events Calendar section is as follows:
  - 1<sup>st</sup> – SCVAS organized or sponsored events and activities
  - 2<sup>nd</sup> – Local Santa Clara County events and activities
  - 3<sup>rd</sup> – Bay Area events and activities
  - 4<sup>th</sup> – all other events and activities
- ⇒ **Field Trips Section** (*Note – field trips should be coordinated with either Bob Reiling or Janna Pauser; see contact information below*): Maximum of **150 words** (not including leader contact

information) for extended trips, or trips requiring significant directions; Maximum of **80 words** (not including leader contact information) for all others; *shorter is preferred*.

- ⇒ **Adult Education Section** (*Note – all classes and workshops to be sponsored by SCVAS must be approved by SCVAS’ Education Committee prior to being published in the Avocet; see contact information below*): Maximum of **100-110 words** (not including dates, times, location, class size, and fees). Please include a brief description of the class, any special requirements for participants (i.e. physical requirements, carpooling, etc.), and meeting locations. A separate instructor bio should be submitted (of a maximum length of **75 words**), which will be included if space permits.
  
- ⇒ **General Meetings, Event Summaries, and all other Submissions** (*Note – General Monthly Meetings should be coordinated with Gail and Doug Cheeseman; see contact information below*): Maximum of **250 words**. These items should not be written as full-page articles, as they will generally be combined with other similar items.

### **Contact Information for Submitting Items**

- **Adult Education:** SCVAS’ Programs Coordinator; 408-252-3740 or [programs@scvas.org](mailto:programs@scvas.org)
- **Weekend Field Trips:** Bob Reiling; 408-253-7527 or [rreiling2@aol.com](mailto:rreiling2@aol.com)
- **Wednesday Field Trips:** Janna Pauser; (408) 997-1727 or [jannana@pacbell.net](mailto:jannana@pacbell.net)
- **General Meetings:** Gail and Doug Cheeseman; 408-741-5330 (office) or [info@cheesemans.com](mailto:info@cheesemans.com)
  
- All other items and all inquiries should be directed to SCVAS’ Programs Coordinator; 408-252-3740 or [programs@scvas.org](mailto:programs@scvas.org)