



American Planning Association
California Chapter

Making Great Communities Happen

02 SEPTEMBER 2014

FR: Marc Yeber, VP Public Information
TO: Authors and Other Contributors
RE: CalPlanner Guidelines

The following is updated guidelines for submitting material to the CalPlanner, including editorial content as well as news and announcements.

THEME: all editorial content shall be related to the theme established for that particular issue. Content can be from any perspective or on any topic as long as it relates or ties back to the theme.

EDITORIAL COPY: editorial shall be written as if being reported or offering an opinion about a specific topic or subject. Company, firm, or agency internal materials such as press/media releases and other marketing information cannot be used as stand-alone articles. Please make sure source material is properly credited.

HEADLINE: article titles shall be no more than 60 characters; taglines can be up to a hundred characters

LENGTH: editorial Articles - 800 words (min) to 1,200 words (max); Regular Columns - 200 to 600 words; News/Announcements - 300 words.

DOC FORMAT: all articles shall be submitted as working (*or open*) MS WORD file (.doc or .docx). No .PDF, PowerPoint and InDesign please.

IMAGES: photos, renderings, drawings, maps, diagrams, etc are strongly encouraged. All images must be accompanied by captions and source/credits

IMAGE FORMAT: images shall be 3 X 5 min at 300 dpi (*but no bigger than 1MB file size*) and shall be emailed as separate attachment(s). In other words, please do not embed images in the WORD document.

AUTHORS: Articles shall include name, title and credentials/ affiliations (i.e., AICP, ASLA, AIA)

REMARKS: **editorial content** can be written either as a **Feature** (*or expository/analysis*), **Op-Ed** (*or opinion/essay*), or **Perspective** (*or first-hand/personal experience*).

News and Announcements: these items should be of recent events already occurred or activities planned for the immediate future and be written in a traditional reporting style.

EDITORIAL POLICIES: *The editor reserves the right to determine whether material submitted for publication shall be printed. Authors will solely be held responsible for the opinions expressed in their articles, which are not necessarily those of the editor, editorial staff or APA California. Articles must be resubmitted by authors of reviewed articles, when changes are required, by the established deadline. All articles submitted for publication are subject to editing, including shortening and reorganization. The editors reserve the right to refuse publishing of the article if the author refuses to comply with the editors' request. Materials which do not follow the guidelines may not be taken into consideration for publication.*