

## “Green News You Can Use” Guidelines for Content

The “Green News You Can Use” bi-weekly e-newsletter is sent to a self-selected list of people, who include both members of Green Umbrella (GU) and those in the general public interested in sustainability efforts taking place in the Greater Cincinnati region. It is drafted, edited and published by the staff at Green Umbrella, an alliance working to maximize the environmental sustainability of the Greater Cincinnati Region by driving collaborative efforts through member organizations and individuals.

The content is selected and driven by GU staff, often drawing from member-submitted content on our website. However, member organizations of GU are welcome and encouraged to submit materials to share with other readers. One of the benefits to membership in Green Umbrella is the ability to share information with the broader sustainability community through GU resources, such as the newsletter. In order to ensure the newsletter is a valuable resource for its readers, the following guidelines are provided to help direct those who wish to submit content for the newsletter. Please note that GU staff reserve the right to edit as needed for length, tone and formatting purposes.

Members of GU are encouraged to submit events, volunteer and job opportunities, grants, news articles, photos, interviews and links meet the following criterion:

- **Highlights environmental sustainability in Greater Cincinnati region (includes N. Kentucky and Southeast Indiana)** — GU staff may include material that may be of interest to readers but takes place outside of the region

In addition, submitted items should also meet *one or both* of the following criteria:\*

- **Content should directly involve one or more GU members**
- **Content should help further GU Action Teams goals and initiatives**

*\*When necessary to edit newsletter for length, priority will be given to content that directly involves GU members.*

### **To submit items for “Green News You Can Use:”**

- Be sure to include *all* pertinent information you would like to share with readers. This includes text, dates, contact information, links, photos and GU member organization involved.
- To have information appear in Wednesday’s newsletter, submit by end of the day the Monday before.
- Send all information to [greennews@greenumbrella.org](mailto:greennews@greenumbrella.org).
- If information for a submission changes (e.g. an event is cancelled), be sure to send updates to [greennews@greenumbrella.org](mailto:greennews@greenumbrella.org).