

December 16, 2015

Minnesota PRSA Perspectives Blog Editorial Guidelines

The Minnesota PRSA's Perspectives Blog will be the go-to source for information about the Twin Cities Public Relations industry and beyond. The Perspectives blog's mission is to engage individuals across all experience levels from PR students to professionals in agency, nonprofit, government or corporate settings.

1. Topic Categories

- President's Column
- Board Perspectives
- Career Corner
- Classics Winner and Case Studies
- Member Profiles
- Event Previews, Recaps, and Presenter Perspective
- Media Profiles
- Senior Member Perspectives
- Professional Development Opportunities
- Committee Profiles
- Student Posts
- Trending Industry Topics

2. Contributions

- Contributions will be accepted from PRSA members or program speakers
- Minnesota PRSA maintains the right to reject any content it deems unsuitable or irrelevant to the chapter members.
- Minnesota PRSA maintains the right to edit content for brevity and clarity.
- Original content is highly encouraged. Previously published content is acceptable provided it is relevant and timely. Previously published material will be considered with a note to its original publication

3. Content

- Content should adhere to AP Style guidelines
- Content should use proper attribution
- Content should be non-commercial in nature
- Content should adhere to the PRSA Code of Ethics
- While there is no set length for articles, word count should be under 1,000 words.
- All submissions should include at least one accompanying jpg image

4. Format and Tone

- Keep text short, simple, and easy to understand.
- Break copy into small sections.
- Bullet points and subheadings are acceptable.
- The use of first person ("I") and second person ("you") pronouns is acceptable.
- Strive to keep the overall tone conversational, but informative.

5. Photos

- Contributors should aim to include at least one photo per blog post.
- Headshots and group shots are acceptable images.
- Photos should be submitted as jpeg files with the completed article.

6. Links

- Guest contributors are welcome to repost content on their own website and blogs provided they link back to the PRSA Perspectives blog.
- When quoting professional research or referencing content that the author does not have exclusive access to, links should be provided.
- A link to the author's website, LinkedIn profile or other social media profile is acceptable

7. Author Attribution

- Guest posts will include a short, three-sentence author bio.
- Authors are welcome to include a headshot, along with a mention of their title and company.

8. Submission

- Contributors should submit their articles as attached Word documents.
- Photos should be attached as jpeg files.

9. Deadlines

- Content is due one week before the agreed upon publish date

10. Ownership

- Minnesota PRSA reserves the right to use content as needed.