

## **Writer's Guidelines for *Municipal Maryland***

*Municipal Maryland*, the magazine of the Maryland Municipal League, is published six times a year: January/February, March/April, May/June, July/August, September/October and November/December. Its focus is to provide accurate, timely and useable information and resources for city/town officials in Maryland – things that will ultimately help them in their work.

The magazine is distributed to approximately 2,100 city/town officials including mayors, council members, commissioners, managers, administrators, finance officers, clerks, treasurers, police chiefs, municipal attorneys, and department heads (i.e. recreation, public works, planning and zoning, code enforcement, etc.). Distribution also includes county executives and chief administrative officers, as well as state and federal officials.

### **Want to write an article?**

We welcome articles written by city/town officials, by state or federal government officials or others who can share information on issues and programs affecting Maryland cities and towns.

While *Municipal Maryland* maintains a clear distinction between its editorial and advertising content, advertisers and other MML partners are great resources. MML partners are subject matter experts who can help municipal leaders by sharing critical information. Advertisers are encouraged to submit articles for the magazine that are educational or informational about their general business area of expertise. Topics such as new developments, solutions to problems, current challenges and plans for future changes in the overall industry that relate to the work of municipal officials are examples. Contributor articles are not intended to sell a product or service and cannot be comparative with competitor products or company-focused.

### **We welcome advertisers!**

If you want to promote your business or service in *Municipal Maryland*, the MML Newsletter, or Member Directory, contact Van Eperen Marketing, at [mml@vaneperen.com](mailto:mml@vaneperen.com) or phone 301-836-1516. Click on this link for [MML's Current Media Kit](#).

### **Before you start writing**

Send a brief article overview to the editor, Patricia Foss-Bennie, at MML. Describe what your article is about and how it will interest Maryland's city/town officials. MML's editorial team will review your article overview and let you know whether to proceed with writing the article.

### **Topics of interest** -- *Municipal Maryland* includes articles on:

- City/town successes, best practices, innovative programs
- Leadership, ethics, financial management
- Economic development, historic preservation
- Municipal management, complying with legal requirements
- Environmental issues
- State or federal programs that impact Maryland cities and towns
- Any topic that helps Maryland city/town officials in their role as community leaders

## Writing guidelines

- Keep the article length between 600 - 1,500 words
- Please use font Arial 11 point typeface
- Give the facts with no editorial bias or promotional slant
- Use specific examples from Maryland cities and towns
- Try to use quotes from key persons involved in the project or issue
- Include helpful tips for city/town officials
- Get all needed approvals before submitting the article
- Check for accuracy, and secure permission to reprint tables or graphs
- Double-check names and their spellings. Confirm correct telephone numbers and website addresses. Provide current job titles and include who is responsible for research or surveys cited
- Provide additional resources (links or references) if applicable
- Provide the author's name, title, and headshot at the top and who to contact for more information or author's contact information at the end

## A picture is worth 10,000 words

- Include photographs or graphics to illustrate your article
- Digital photos must be at least 300 ppi (pixels per inch) resolution, saved as a TIFF file or a high-resolution JPEG file
- Images taken from the Web (72 ppi) **cannot** be used due to size and copyright
- Provide information and a caption for each photo – the who, what, where, and when
- If including people in your photo, it's important that you've obtained their permission to take and publish the photo
- Make sure you include photo credit information if it's not your own work

## Submit your article

- E-mail your article and photos with captions (see above) in Word format to Patricia Foss-Bennie, [pattyfb@mdmunicipal.org](mailto:pattyfb@mdmunicipal.org)
- All article submissions are used at the discretion of MML editorial staff, and may be edited for grammar, content, length and/or style