

Natural Awakenings News Brief Guidelines

We welcome your news brief submissions and encourage you to take the opportunity to communicate your news to the wide audience we reach. Each month we try to offer a balanced mix of news briefs representing various community events. As news briefs are subject to space and other considerations, we cannot guarantee space in a particular issue. If you'd like to submit a news brief, make sure to include the following information clearly marked:

Who is involved? Name, title and company with contact info.

What is happening? What is newsworthy, timely and of interest to our readers?

When is the event, opportunity or change taking place? Date/Time in detail.

Where is the event, opportunity or change taking place? Include complete address.

Why is this news/event happening? What brought it about?

How is this happening? How does it affect our readers?

Other information you wish to add. Please include pertinent background/biographical info. Include quotes or information that helps explain what is happening.

IF YOU'D LIKE TO SEND PHOTOS: Include caption – who, what, where. Please send SEPARATELY to Editor@MileHighNaturalAwakenings.com

Contact Information

Name of contact person to list in brief:

Contact person's phone number:

Contact person's email address:

Website URL for more information:

The Basics

When to submit: Submit the brief by the 5th of the month prior to publication. If the brief is time-sensitive, make sure to submit it to coordinate with the appropriate issue. If the event in question occurs during the first week of the month, it's a good idea to get the event in the issue prior.

How to submit: Best to use our online form, but if you find you have any problems with it, please email the brief to Editor@MileHighNaturalAwakenings.com as an attached Word document

Format: Briefs should be up to 250 words, inverted pyramid, AP style, single spaced, with no embedded images. Send images for consideration, as an attachment.

Contact information: Please include for publication any information that would be helpful to a reader: physical address of any business; hours or prices if relevant; event time/date/place; phone number and/or website.

Typos: Please proofread your news brief for accuracy before sending. If an update is necessary, please resend the entire news brief with the change highlighted rather than sending an e-mail requesting that something be changed.

Calendar events: Recurring events, unless they represent a newsworthy addition to your business or service, should be submitted as a calendar entry rather than a news brief.

Helpful Style Notes

Think “news”: News briefs must have a news angle—opening a new business, expanding an existing business, new training/certification, an anniversary special, a special community happening, etc.

Avoid the word “you” (second person): A news brief should read like a mini newspaper story, written in third person. So instead of: *“Come to the Sunset Spa in May to get your complimentary massage,”* say: *“The Sunset Spa is offering complimentary massages in May.”*

Avoid self-promotional language: While we are happy to publish your news or event, a news briefs should be informational; it must not read like an ad. Any statements of opinion or medical or health benefits must be attributed to someone. So instead of: *This once-in-a-lifetime event will leave participants mentally and spiritually refreshed,* say: *“This once-in-a-lifetime event will leave participants mentally and spiritually refreshed,” says Jane Johnson, program coordinator.*

or: *The purpose of the event is to leave participants mentally and spiritually refreshed, according to Jane Johnson, program coordinator.*

Editing: *Natural Awakenings* reserves the right to edit news briefs. Because submissions may need to be cut at the last minute during layout due to space limitations, we do not send proofs.

Thank you! We appreciate your taking the time to submit a news brief. Please let us know of future news items and community events you feel will be of interest to our readers.