



California Perspective Submission Guidelines

What is the *California Perspective*?

The *California Perspective* provides 11,000 AAUW members and the public with news and information about the programs, projects and activities of AAUW CA in support of AAUW's mission.

Submission Deadline

Send the *California Perspective* submission form to perspective@aauw-ca.org by the 15th of August, December or May.

What to Submit

You're busy. Our members are busy. Aim for sending useful information that is new and/or actionable.

Plan ahead: As many as six weeks may transpire between the submission deadline and delivery to the readership.

California Perspective articles **should be:**

- About significant events and milestones
- Inspirational stories of accomplishments and program successes
- Things every member must know or do
- Suggestions and tips
- "Lookaheads"

California Perspective articles **should not be:**

- A story just for the sake of a story
- Material primarily for branch leaders (those belong in the "Board to Board")

Writing Suggestions

Articles for the *California Perspective* should be:

- **Inspiring.** Motivate your readers to act.
- **Informative.** Tell the complete story: who, what, where, when, how and why.
- **Easy to read.** Write in an interesting, readable manner with varied sentence structure and active voice. Keep sentences short so the reader does not get lost before the end of a sentence. Avoid using "AAUWSpeak." Define terms as new members are not likely to know them all.

- **Succinct.** A typical article should be *no more than* 300 words. Don't hesitate to use bullets or charts to save words. Extend the article's impact by citing sources of additional information or providing a hyperlink to online material.

A picture is worth a thousand words. See "How to Use Images to Market Your Branch" on aauw.org. Please send any image as a separate file.

- **Relevant** to AAUW's mission to help all members stay on the same page and understand actions at both the state and national level. Whenever possible, link your article's content to the AAUW California website.

Avoid special characters, fonts, layouts and file formats. Do not send pdfs except if necessary to demonstrate desired layout of accompanying revisable files.

Editing: Your article may be edited for length, content, mechanics and messaging. If there are substantial changes, you will be contacted for approval.