

## Great News Media Editorial Guidelines

- **Editorial Content vs Advertising:** Is informative, educational, or entertaining, such as news, reports, editor's comments, letters to the editor, a column written by a subject matter expert, city and zoning notices, entertainment such as games, comics, and caricatures. Great News Media is non-partisan, and all editorial content must adhere to this standard. Editorial content is not promotional and does not promote any business or organizations' services, products, brands, events, or websites. It is not classifieds, coupons, or advertising in any form. Editorial Content does not include calls to action (a marketing strategy which promotes and encourages a response or behaviour from an audience regarding a product, service, or event). For example, fundraisers and paid programs are considered advertising.
- **Article Discretion:** Great News Media reserves the right to reject and/or edit any articles that are inflammatory in nature, include incorrect or misleading information, or are overly negative towards our partners, the City of Calgary, or community/residents' associations. We aim to have healthy relationships with both our official and non-official partners so that we can continue to connect the communities within the city and surrounding areas. For this reason, the Great News Media team will decide on a case-by-case basis whether articles will be included. Additionally, content that discriminates in any manner will not be accepted.
- **Copyright Policy:** Great News Media will not reproduce any content without the written consent of the original author and/or artist. The right to publish a copyrighted image or article is controlled by the copyright owner, so each copyrighted image or article that is used must have expressed written permission or fall within an exception to the general copyright statute, such as public domain, fair use, or open access. Any legal measures taken against Great News Media for the inclusion of potentially copyrighted materials will then become the responsibility of the group or individual who provided said materials to Great News Media.
- **Bylines:** You may have a byline consisting of your name and credentials, but no business name or contact info. We will also not include any company logos or other promotional materials. No references to your company name or products/services you sell/provide are to be in the content. We reserve the right to edit it for content and length if necessary.
- **Word Count:** We ask that you try to keep the word count to 300 words, though 600 is the maximum. The longer the article the less chance it will be picked up and published.
- **Photos Are Accepted:** If you do not have a photo, you can request a stock photo. Very often we will add one if it is not supplied. If you include a photo, this will affect the size of the space needed for your article. Photo submissions need to be 1MB and 300 DPI.
- **Submission Deadline:** The deadline date for editorial content is the 1st of the previous month. (E.g., July 1 for August editions.) If that date falls on a statutory holiday or weekend the deadline rolls to the following business day. Early submissions are preferred.
- **There is No Guarantee That Your Submission Will be Published:** Editorial content is placed when space is available, and the first to be removed when a paying advertiser books their ad. All editorial content is placed randomly throughout our newsletters. Please note that we cannot tell you specifically which newsletters your article will appear in. You are free to visit <https://mycalgary.com/magazines/> to browse the newsletters yourself.
- **Advertiser's Articles:** We receive many requests from advertisers to publish their articles because they have an advertisement that is currently running in a newsletter. Please note that we cannot publish your article and advertisement together on the same page – or facing pages. Also,

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there is no guarantee that because you have a paid advertisement in the newsletter, your article will be published. An editorial placed beside or on the same page as an advertisement then becomes an Advertorial, which does not meet our Editorial Guidelines.

- **Other Considerations That Affect the Article Being Published:** Official community newsletters' content has the highest priority, and the community/residents' association also has the right to refuse any article. If a last-minute paying advertiser requires the space an article may be pulled to accommodate that advertiser.
- **Multiple Newsletter Coverage:** We do not accommodate requests for multiple newsletter coverage. Your submission is added to our 'Filler List' and chosen when space is available.
- **Rights:** You retain all rights to your article—which means you can publish it anywhere else you wish.
- **Posting Articles on the Website:** All submissions submitted to us are subject to be posted on our website ([www.mycalgary.com](http://www.mycalgary.com)). By submitting an article, you agree to it being shared on our webpage.