

Editorial Guidelines

The following notes will serve as editorial guidelines for contributors of articles and columns to *Borough News*. For more detailed information, contact Courtney Accurti at 800-232-7722 ext. 12 or caccurti@boroughs.org.

Length

To be considered for a feature article, the length should be from 1,600-1,800 words. Regular columns (community development, transportation and environment) run in the range of 1,000-1,400 words. The most important consideration, however, is that the content adequately addresses the topic. First-time contributors are invited to provide a biographical sketch for inclusion.

Style

The tone of the article should be informal, but not casual. Follow standard rules of grammar, usage and style. We ask that the use of your company's name in the body of the article be kept to a minimum. It will be included in the by-line with the author's name. Also:

- Avoid the passive voice whenever possible
- Avoid affected language – don't use long words when shorter words will do
- Keep sentences and paragraphs to reasonable length
- Avoid using jargon when possible, or be sure to explain content
- Use parallel constructions
- Please use footnote for citations
- Please be aware that PSAB is a non-partisan association

Photographs

Accompanying photographs may be submitted with the manuscript. Please provide credit or caption for the photographs when applicable. Photographs should be submitted electronically and must be at least 300 dpi (print quality) in order to be considered. *Borough News* most frequently uses jpgs and tiffs.

Deadlines

Submission deadlines are approximately six weeks prior to the publication date. Please refer to the editorial calendar, which contains the specified deadlines.

Editorial Prerogative & Disclaimer

The editor reserves the right to exercise editorial judgment. In most cases, editing will be for style, organization and length. If the editor feels that substantial editing is necessary, the author will be contacted to discuss proposed changes. Views expressed in articles appearing in *Pennsylvania Borough News* are the author's. Publication of articles does not reflect any direct or implied endorsement of author's views. Advertisements contained in this magazine do not reflect endorsement of any product or service by *Borough News*. *Pennsylvania Borough News* Publication Number (ISSN-1940-5774) is published monthly by the Pennsylvania State Association of Boroughs (PSAB), 2941 N. Front St., Harrisburg, PA 17110, 717-236-9526.

Contributor Interest Form

Name: _____

Organization/Business: _____

Topic: _____

Objective/Overview: _____

Phone: _____

Email: _____

Mailing Address: _____

About PSAB

PSAB is an independent, non-partisan, non-profit organization dedicated to serving borough governments. Since 1911, PSAB has represented the interests of boroughs and helped to shape the laws that have laid their foundation. Today PSAB represents over 900 boroughs and more than 8,000 municipal officials. With more than 2.6 million Pennsylvanians residing in borough communities, these officials strive to deliver quality leadership and service to citizens across the Commonwealth.