

# the Bulletin

A publication of  
the Bloomfield-Garfield Corporation

Serving Pittsburgh's East End Since 1975

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## Bulletin Editorial Submission Guidelines

### Articles

The Bulletin welcomes articles from community members and organizations about people and happenings in our six-neighborhood coverage area (Bloomfield, Garfield, Friendship, Lawrenceville, Stanton Heights, and East Liberty). We cannot guarantee placement of all articles, but if you follow our guidelines, your article will have a good chance of getting into print.

All story pitches must be received by the editor (bulletin@bloomfield-garfield.org) by the deadline specified in our editorial calendar (page 3) - the earlier, the better. Tell us what you would like to write about, if you have photos, and how long you think the story will be. NOTE: Any pitches made after the deadline may not make the next issue. It's not personal - it's that the paper fills up quickly.

The best length for an article is about 500 words, but some stories may require fewer or more. We are more likely to run your submission if it is an article written specifically for *the Bulletin* and not a generic press release. We shorten press releases considerably and run them as "Newsbriefs," space permitting.

Your article should include:

- A suggested headline of 3-7 words, containing an action verb ( "Bloomfield student wins national essay contest" or "Program tackles electronic waste in East End" )
- The byline and affiliation of the writer (By Jane Doe, Friendship Forever)
- The journalistic specifics of who, what, where, when, and why near the beginning of the article
- Quotes from community members or stakeholders to add interest and credibility (Example: "Biking for transportation makes sense - it saves money, it gets people exercising, and it's more environmentally sustainable," said Scott Bricker, executive director of Bike Pittsburgh.)

When you write an article, you should neither quote yourself in the article nor refer to yourself in the third person. (For example, if you are Jane Doe, do not write in the article, "For more information, contact Jane Doe." )

If your article is about an event, please make sure it includes date, time, and address. Don't assume everyone knows where "Garfield Community Theater" is located.

Finally, please do not use:

- Exclamation points!
- The terms "we" or "our" - remember: you are not writing in your own newsletter but in a community-wide publication that will be read widely, even by city officials
- Design formatting (examples: strange indents, different typefaces and sizes, boldface, centering)

Email your article in a Word document (.doc or .docx) to bulletin@bloomfield-garfield.org by the deadline specified in

our editorial calendar (page 3). If you have photos, please attach them to the email rather than embedding them in your Word document.

## Photos

Color photos to accompany your article are welcome and encouraged. We also accept photos on their own, without accompanying stories. Please submit in JPEG format to [bulletin@bloomfield-garfield.org](mailto:bulletin@bloomfield-garfield.org). Please include a suggested photo caption and credit.

## Bulletin Board

This section of the paper offers brief notices about free or low-cost events and community services; nonprofit fundraisers, like a silent auction or dinner; accomplishments of community members and groups, like publications and awards; and other items of interest to the neighborhoods we cover. The best length for these items is 100 words. Please submit via our online form at [http://bit.ly/bulletin\\_submit](http://bit.ly/bulletin_submit).

The basic format is:

Date

Neighborhood

Title (up to 3 words)

Brief statement of what the event is, including the host organization, start time to end time, name of place, and address and cost. Insert further details as needed, such as "Call 412-555-5555 or visit [www.yournamehere.com](http://www.yournamehere.com) for more details."

Example:

May 16

Garfield

Decision-Making Workshop

A workshop to aid you in decision-making will be held from 6 to 8 p.m. at the Eastside Neighborhood Employment Center, 5321 Penn Ave. You will take a deeper look at knowing yourself, your interests, aptitudes, teamwork styles, experiences and potential barriers to success and how these relate to your personal choice of careers, schools and in-demand jobs. Call 412-362-8580 or visit [www.enecpittsburgh.org](http://www.enecpittsburgh.org) for registration and details.

Please direct all questions and correspondence to Andrew McKeon ([bulletin@bloomfield-garfield.org](mailto:bulletin@bloomfield-garfield.org)). Thanks for supporting *the Bulletin!*

# *The Bulletin - 2017 Editorial Calendar*

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## February 2017 Issue

Ad reservations/contracts due: Jan. 9

Ad copy deadline: Jan. 17

Files to printer: Jan. 26

Copies mailed: Jan. 27

## March 2017 Issue

Ad reservations/contracts due: Feb. 10

Ad copy deadline: Feb. 15

Files to printer: Feb. 23

Copies mailed: Feb. 24

## April 2017 Issue

Ad reservations/contracts due: March 10

Ad copy deadline: March 13

Files to printer: March 23

Copies mailed: March 24

## May 2017 Issue

Ad reservations/contracts due: April 10

Ad copy deadline: April 14

Files to printer: April 25

Copies mailed: April 26

## June 2017 Issue

Ad reservations/contracts due: May 8

Ad copy deadline: May 12

Files to printer: May 24

Copies mailed: May 25

## July 2017 Issue

Ad reservations/contracts due: June 12

Ad copy deadline: June 16

Files to printer: June 26

Copies mailed: June 27

## August 2017 Issue

Ad reservations/contracts due: July 10

Ad copy deadline: July 14

Files to printer: July 25

Copies mailed: July 26

## September 2017 Issue

Ad reservations/contracts due: Aug. 11

Ad copy deadline: Aug. 14

Files to printer: Aug. 28

Copies mailed: Aug. 29

## October 2017 Issue

Ad reservations/contracts due: Sept. 11

Ad copy deadline: Sept. 15

Files to printer: Sept. 27

Copies mailed: Sept. 28

## November 2017 Issue

Ad reservations/contracts due: Oct. 13

Ad copy deadline: Oct. 16

Files to printer: Oct. 25

Copies mailed: Oct. 26

## December 2017 Issue

Ad reservations/contracts due: Nov. 6

Ad copy deadline: Nov. 10

Files to printer: Nov. 20

Copies mailed: Nov. 21

## January 2018 Issue

Ad reservations/contracts due: Dec. 5

Ad copy deadline: Dec. 8

Files to printer: Dec. 20

Copies mailed: Dec. 21