

1. Please submit a synopsis (approximately 250 words) of your article topic to BOMA Calgary.
2. The topic will be reviewed by the communication committee and BOMA staff.
3. If the topic is acceptable you will be given permission to proceed with attention to the BOMA Calgary Writers Guidelines.
4. BOMA Staff will review and edit the article to ensure it complies with the guidelines. It will then receive final approval for printing or posting.

## Writer's Guidelines for Print and Blog Articles

1. BOMA Calgary is a not for profit, volunteer-lead organization and does not compensate writer's for submissions.
2. ***BOMA Calgary News*** is targeted to the members of the commercial real estate and property management industry, as well as the wider business community. The topic should be geared towards this wider group, which includes tenants.
3. ***BOMA Calgary News*** includes articles written from an informative, third person point of view.
4. Topics might include feature articles on money-saving and time-saving advice on property management, such as computerized energy management, roof and window replacement and leasehold considerations. Financial, management, marketing and technological information is also appropriate in ***BOMA Calgary News***.
5. ***The BOMA Calgary Blog*** is focused on topics of relevance to the commercial real estate industry, but may apply to a more public audience. ***The BOMA Calgary Blog*** includes writer's opinion, and is more personal in format.
6. Just remember—while you may be an expert in your field, the general readership probably does not have your wealth of knowledge. When you use technical terms, please explain them for the layperson. Also, when writing from personal experiences, the more examples you can provide the better. This is especially true for articles dealing with day-to-day building operations.
7. You are welcome to change the names of people and places to protect the innocent, or the guilty. Articles for either publication should not slander any individual, group or

- organization, or include any rumours. Articles which include such statements will be rejected.
8. Provide your credentials and your authority to represent the material as accurate. (E.g. Bud E. Author is vice president of operations for Finances Ltd. in Calgary, AB. He has served on BOMA's Audit Committee.) You may provide us with a photo of yourself (or the person authoring the article) and any artwork (photo, charts, graphs, etc.) that would add visual appeal to the article. Always identify the artwork or photos separately. Photos sent electronically should be a resolution of 1 MB or higher.
  9. Has your article fulfilled your objectives? Read it. Read it 24 hours later. Will people who do not know what you are talking about understand it if they read it? If you answered "Yes", then you are ready to send your article.
  10. Aim for an article that is 250 - 500 words. (One page.) This is the ideal size for **BOMA Calgary News**. Some articles may need to be longer because of the complex or detailed, nature of the subject matter. Consult us if you have an article longer than 500 words. Articles for **The BOMA Calgary Blog** may be shorter.
  11. The copy deadline for each issue of **BOMA Calgary News** is generally 5 weeks in advance of distribution. Call or email for the deadline of the next issue. **The BOMA Calgary Blog** will display submitted articles within two to three weeks of final approval.
  12. Articles should not promote a particular product or service (this is advertising) and should be of interest to a broad range of members. Your company will be credited through your byline. (As outlined in Point #6.)
  13. BOMA also publishes a weekly "members only" electronic newsletter distributed the first business day of each week. This is a concise communication piece and is not well suited to third-party articles.
  14. BOMA's website also has a resource area where articles of enduring interest to the commercial real estate industry are posted. Certain articles may be better suited to the resource area of the BOMA website than in the print media.
  15. If you have any questions, contact us at 403.237.0559.