**Main Street Blog Author Guidelines**

Main Street Blog articles are featured on the www.mainstreet.org homepage, shared through a special Main Street Spotlight e-blast to the full NMSC email list and advertised through the NMSC’s social media communication channels. The primary audience is the managers and volunteers of nonprofit organizations engaged in preservation-based commercial district revitalization. It also reaches chambers of commerce, city and state agencies engaged in community and economic development, and historic preservation groups.

**Format**

Feature articles are illustrated with color photos, charts, graphs, and other graphics, as well as web links to online resources.

* The article should be a 800 – 1,400-word narrative.
* Typically, the feature article falls into one of the following three categories: **instructional**, **informational**, or a project or event **narrative**. Regardless of article type, a clear connection needs to be made to the Main Street organization and/or Main Street Approach.
* The author should suggest the article title and secondary headline. Subheads (2-3 words to indicate when a new topic begins) should also be provided for the article.
* The article should include callouts that suggest possible action steps, offer examples or brief case studies, include data, or elaborate on a major point that might otherwise be overlooked in the main body of the story.
* The article should contain web links to online resources, including websites, supplementary articles, photo galleries, etc.
* The final manuscript should be submitted electronically as a Word document by email to Emily Schmidt, Editor and Associate Manager of Communications at eschmidt@savingplaces.org.
* If copyrighted material is used in the article, the author is responsible for obtaining permission to use said material.
* All visuals, including charts, graphics, and maps must be submitted electronically in original form.
* The author should submit a brief (2 to 3 line) biography, including author’s current title and affiliation, as well as any experience that relates to the subject matter of the article. If there are other contributors to the article, brief bios for them should be submitted as well.

**Guidelines for Photos**

* 4 - 5 professional-quality digital images (150 dpi or higher resolution). Images should be jpgs, pngs, or tif files. Digital photos should be emailed to: eschmidt@savingplaces.org.
* Information that can be used for captions should be included with each photo.
* Photos should be accompanied with appropriate credit line for photographer and permission for publication.

*The National Main Street Center, Inc., is a subsidiary of the National Trust for Historic Preservation. The mission of the Main Street Center is to inspire and enable the building of economically vibrant and enduring communities and commercial districts through investment in their historic and distinctive places.*