



## Newslines Themes and Deadlines for 2021

<b>Newslines Edition</b>	<b>Themes</b>	<b>Submission Due Dates</b>
2021 January / February	Trends and Best Management Practices	November 16, 2020
2021 March / April	Diversity is Power	January 4, 2021
2021 May / June	The Safety Issue	March 8, 2021
2021 July / August	Crisis Management	May 10, 2021
2021 September / October	Environmental Stewardship	July 5, 2021
2021 November / December	The Evolution in Technology	September 6, 2021

### About the Newslines

The *Newslines* is a bi-monthly magazine published 6 times a year, and led by Renee Bissett, Chair of the Editorial Committee; Diona Neeser, Operations Manager of the UAA; Renee Philips, Communications and Administrative Specialist of the UAA; Nadia Geagea Pupa, Project Manager and Editor at Pique Publishing, Inc.; and Deb Eisenmann, Graphic Designer.

### Submission Guidelines

All articles must be submitted as Word documents—not as PDFs. Do not embed photos, illustrations, or other graphical elements; those must be submitted as separate, high-resolution files.

Please consider providing accompanying pieces for the UAA social media streams for added coverage.

In order to present a diverse perspective of the utility arborist industry, we ask that you limit your submissions per issue to two articles per company.

Please note that not all submissions are guaranteed for publication.

### Newslines Mission Statement

The goal of the UAA *Newslines* is to

produce 6 issues annually that represent educational, informative, and relevant information for the utility arborist industry. This should embody our vast global industry and those diverse individuals who represent it.

### Cover Stories

Typically tied to each issue's theme, the cover story is the first placed article in the magazine. This is determined by the editorial committee chair and editor-in-chief.

- 500 words
- 3-5 graphic elements
- Authored or co-authored with a utility

### Feature Articles

Associated with each issue's theme, the feature articles are the heart of the *Newslines*; they provide educational and insightful information for the industry.

- 1,500 words
- 2-4 graphic elements
- Authored or co-authored with utility

### Industry News

Shorter articles of industry-related information are placed in the first few pages of the magazine. The types of content pertain to major awards, events, personnel promo-

tions (senior level or higher), company acquisitions/mergers, and industry-specific products related to safety and technology.

- 300 to 500 words
- 1-2 pictures

### Opinion Editorials

Typically one-page columns, located toward the end of the magazine, opinion editorials are meant to focus on topics related to each issue's theme that are opinion based and share solutions, ideas, and industry information.

- 500-800 words
- 1-2 graphic elements
- Any author (utility, contractor, industry insider, etc.)

### Other Columns

Other interest pieces provide opportunities to share information related to the following topics:

- Diversity Op-ed
- Research Corner
- Reflections of the Past
- College Corner
- Utility Arborist Profile
- UVM Around the World
- GF Corner
- Spotlight on the Environment
- 800-1,000 words
- 1-2 graphic elements
- Any author (utility, contractor, industry insider, etc.)