**About the Newsline**

The *Newsline* 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.

**Newsline Mission Statement**

The goal of the UAA *Newsline* 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 *Newsline*; 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 promotions (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.)

---

**Newsline Themes and Deadlines for 2021**

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