



## Goodwin House Bailey's Crossroads

### ***West Winds* Submission Guidelines**

**Effective May 1, 2023**

The purpose of the *West Winds* newsletter is to **promote upcoming Goodwin House Bailey's Crossroads events, new resident bios, and staff spotlights important to living and working at GHBC. Thank you notes or opinionated or personal pieces will not be published.** These guidelines are to be followed by all residents, team members, the Resident Council and its committees, interest and activities groups, and department heads.

### **Guidelines for Submissions**

- To ensure accuracy of your publication, one person from your committee or group is to be the designated submitter for all articles.
- Articles must be submitted to the *West Winds* email address ([WestWinds@goodwinliving.org](mailto:WestWinds@goodwinliving.org)). If the submission is not sent to the *West Winds* email address, the editors cannot guarantee the article will be published.
  - Printed and handwritten submissions will not be accepted.
- The name of the committee and the event should be included in the subject line of the email.
- The new submission deadline is **Monday at 5:00 p.m.**
  - **If Monday is a holiday**, the deadline will be the following **Tuesday 12:00 noon.**
- Repeated articles will be accepted but may not be printed at the editor's discretion.

- Each planned event is allowed **one full article** and **one save the date/reminder** per event. The order in which this is chosen is at the discretion of the event planners.
  - For example, if Administration would like to publicize an event on April 21, they have the choice to submit a save the date the week prior and a full article the week of **or vice versa**.
- Submitters must first confirm that their preferred location is reserved before they submit their save the date.
- Re-occurring events found in the calendar section of the *West Winds* will not be eligible to submit a full article unless there is significant new information.
  - For example, if a group meets weekly, and there are no significant changes to the meeting information such as the date or location, the event will only appear on the calendar page.
- Images that are to be posted alongside articles must be attached as a jpg, or pdf document at the time of submission.
  - **Layout, size, and decision to include are at the discretion of the editors.**

### **Guidelines for Full Article Structure**

- Submitters must limit the word count to 100 words per submission. Key information - the organizer (with contact info), date, time, location, and sign-up date, if any - must be included; this information is **not** included in the 100-word count.
  - Exceptions can be made at the discretion of the editors, such as new resident bios, staff spotlights, and information from Administration.
  - Every effort should be made to keep articles to a 100-word maximum. If the submission is more than 100 words, the editors will shorten it at their discretion.
  - Format of the article is determined by the editor to conform to the style of the publication.

## **Guidelines for Save the Date**

- Save the date submission may only include a short title, the organizer, day of the week, time, location, and sign-up date, if any.
  - For example, Save the date: Pi Day (GHBC Administration), Friday, July 28, 1:00 p.m. - 3:00 p.m., Auditorium.
  - For example, Save the date: Butterfly Garden Workday (Grounds Committee), Saturday, April 2, 10:00 a.m., Butterfly Garden. Sign up by Friday, April 1.

## **Improvements for Submission and Newsletter**

- Submitters will receive an automated confirmation email shortly after submitting.
- High quality images of the dimensions of wellness icons will be included around articles that best fit that dimension of wellness.

## **Questions?**

**Contact Steffan Barahona and Catie Ramos at**  
**[WestWinds@GoodwinLiving.org](mailto:WestWinds@GoodwinLiving.org)**

## Style Sheet for West Winds Submitters

### Submitters Must:

- Use the Oxford Comma. The Oxford Comma is a comma used after the penultimate item in a list of three or more items, before 'and' or 'or'.
- Use the preferred American spelling for canceled (only one L).
- Hyphenate all compound adjectives.
  - A compound adjective is an adjective that is made up of multiple individual words. Usually, the words are connected by a hyphen or hyphens when used as an adjective.
  - For example:
    - Sign-up sheets (sign up as an adjective).
    - Sign up is required (sign up as a noun)
    - Sign up by Friday (sign up as a verb).
  - Commonly used words such as woodwork, woodworking, woodcarving, and online should **never** be hyphenated.
- Express time using a.m. or p.m. with space between the numbers and the appropriate designation.
- *Italicize* titles of books, movies, plays, films, newspaper, and free-standing publications.
- Place speeches, topics, and art exhibitions in quotations marks.
- Write out numbers 1-9 (i.e., one - nine). Number 10 and above are written as numerals.
- Spell out all states, never abbreviate them.
  - For example, Virginia not VA or Maryland not MD.
- For states with a cardinal direction in its name, please abbreviate the direction by using the first letter, followed by a period and the full name of the state.
  - For example, North Dakota (N. Dakota) or South Carolina (S. Carolina).
- Consistently use the proper name for location at GHBC.
  - For example, Art Gallery instead of Gallery.

- Capitalize the names for all GHBC locations.
  - Administration
  - Aerobics Room
  - Art Center
  - Art Gallery
  - Atrium
  - Auditorium
  - Bistro
  - Board Room
  - Card Room
  - Chapel
  - Fireside
  - Fitness Center
  - Formal Parlor
  - Game Room
  - Group Room at the Pointe
  - Jefferson Dining Room or JDR
  - Knoll Garden
  - Library
  - Lounge
  - Mailroom
  - Main Lobby
  - Market Place
  - Media Room
  - Medication Room
  - Pointe Conference Room
  - Reception Desk
  - Resident Business Center
  - Resident Computer Room
  - Rotunda
  - Smith Study
  - The Terrace
  - Top of the West
  - WhatNot Shop