



# Georgia Association of Public Pension Trustees

## Promoting Education for Public Pension Trustees in Georgia

### “The GAPPT News and Reports” 2019 Guidelines for Newsletter Articles

#### Publication Goals and Audience

“The GAPPT News and Reports” is a quarterly newsletter produced by the GAPPT. Its purpose is to provide insight and knowledge to our members about current topics dealing with the economy, legal matters, pension industry news, as well as association announcements. Articles are selected from submissions received from GAPPT Affiliate members. The newsletter is sent electronically to over 400 recipients, including members of public pension boards and the affiliate organizations supporting their efforts. **Publication months are February, May, August, and November.**

#### Article Submission and Content

- Articles for “The GAPPT News and Reports” may be submitted to the GAPPT Communications Chair and newsletter editor, Michaela Thompson, at [editor@gappt.org](mailto:editor@gappt.org).
- Content should adhere to topics pertinent to public pension plans and their trustees. Effort is made to include a variety of articles in each issue. This includes, but is not limited to; investment practices, fiduciary responsibility, pension board governance, and related defined benefit news.

#### Article Deadlines

**January 15<sup>th</sup>** - First Quarter Newsletter Deadline

**April 15<sup>th</sup>** - Second Quarter Newsletter Deadline

**July 15<sup>th</sup>** - Third Quarter Newsletter Deadline

**October 15<sup>th</sup>** - Fourth Quarter Newsletter Deadline

#### Publication Policy

The following criteria applies to all submitted articles:

- The editor reserves the right to accept or reject any article submitted for “The GAPPT News and Reports”, and to edit submitted articles in any way deemed appropriate and necessary.
- Marketing efforts or a firm’s performance numbers will not be allowed.
- **Articles should be no more than 1000 words in length.** The editor reserves the right to edit articles for length, clarity and conformance with selected style guides.
- Submissions should be sent electronically in a Word document format. Articles may be reformatted for publication purposes.
- The article should have a title and list the full name and job position or title of the author(s).
- Footnotes and links to source materials are encouraged. Charts and graphs must be appropriately noted.
- Edited articles are not routinely returned to authors for their review. However, the editor may request additional information or review from authors when necessary.
- As an editorial note, we may want to include direction on how to obtain additional information or list potential websites for further information.

#### Advertisements

“The GAPPT News and Reports” accepts advertising by current Affiliate members. Newsletter advertising space is also included as part of our educational program sponsorships. (To learn more about sponsorship opportunities, please see the Sponsorship page at [www.gappt.org](http://www.gappt.org).) Advertisements should be submitted in a high quality and appropriately sized format. Submission dates are the same as the article deadlines.

- **Quarter Page (\$250.00):** 3.5” wide x 4.75” high
- **Half Page (\$500.00):** 7.5” wide x 4.75” high (horizontal) or 3.5” wide x 9.5” high (vertical)
- **Full Page (\$1000.00):** 7.5” wide x 9.5” high

#### Web Writing Tips

Studies of how users read on the web found that they do not actually read; instead, they scan the text. Authors are asked to consider the following research-based guidelines when writing for the web:

- Limit length. When preparing information for the web, the word count should be half what it would in conventional writing.
- Write short sentences and provide one idea per paragraph.
- When logical, use lists instead of paragraphs. In longer articles, use sub-headings.

For additional questions or to place an advertisement, please contact Sue Reynolds at [execdirector@gappt.org](mailto:execdirector@gappt.org).