RRCNA Blog Submission Guidelines

Please note that RRCNA’s editors are only able to respond to submissions that have been accepted for publication. We ask that you allow up to two weeks for an initial response before contacting us at jreeves@readingrecovery.org.

Audience
Readers of RRCNA’s blog include Reading Recovery professionals, classroom teachers, literacy specialists, school/district administrators, parents, and those who are simply curious and want to learn more about Reading Recovery.

Length
Posts are optimally 500-800 words in length. Telling a story in fewer words that pack a compelling and powerful punch is always more successful in the online space than lengthy, wordy efforts. Submissions exceeding 1,000 words will not be considered for publication.

Content
Several types of posts are generally acceptable for the blog:

• First-person perspectives or personal essays on topics of Reading Recovery, early literacy or general education
• Professional development/teaching tips
• Success stories
• Review and commentary on books and articles

Style
• Do not use underlines or all caps for any reason.
• Rather than using footnotes, please link to appropriate materials or, where links are unavailable, reference them through explanation or in parentheses.
• Avoid use of the words “click here” or “here” when linking to a referenced item. Instead, link to a relevant part of the sentence.
• Wherever possible, link to cited sources and material.
• Indent paragraphs of quoted material.
Editing
All posts that appear on RRCNA’s blog will be edited for grammar, punctuation, style, and editorial flow. The blog’s editors occasionally will return a submission to its author to suggest changes, omissions, and/or additions that the editing team deems necessary to strengthen the post before publishing on the blog(s).

Title and Bio
All submissions must include a suggested title, subject to modification by blog editors. A compelling title that is descriptive of the content of the post will garner more readers. Additionally, all posts should be signed using the author’s real name. A one- or two-line bio should be supplied with the author’s title and position, and name of affiliated school/district or company, city, and state/province.

Additional Images
In addition to the author’s photo, all posts on RRCNA’s blog must include an appropriate and applicable image. Photos may only be used if you have rights to use them or have received written permission from the copyright owner. Photos on Flickr that use the Creative Commons licensing agreement may be used with a credit, as per the Creative Commons rules. Reproducing copyrighted material is not permitted. Photos that meet these criteria may be submitted for consideration to accompany a post, though blog editors may add appropriate photos or other graphics at their discretion.

Video
Videos that have been posted on YouTube or Vimeo may be embedded in or linked to a blog post without permission from the original poster.

Terms and Conditions
Posts must comply with RRCNA’s Terms of Use Policy, which includes specific language pertaining to RRCNA’s policy on online discussion and communication as well as copyright.

Advertising
Posts should not read as advertisements, brochures, marketing pieces, or donor solicitations for any event, program or offering, as such posts will discredit the integrity of the blog as a place for discussion and will not be accepted.
**Promotion**
Blog editors will choose posts to display and feature on the blog. Additionally, selected posts may be promoted via social media channels affiliated with readingrecovery.org, including but not limited to:

- Social media
- Email newsletters and listservs
- Cross-posting on affiliate websites or blogs
- Encouraging staff, board members, affiliates, and others to read, comment and share posts

Blog authors are strongly encouraged to promote their posts using their personal social networks and to share their posts for further promotion.

**Rights**
Writers retain all rights to their blog posts published on readingrecovery.org. To cross-post or reprint the blog post elsewhere, authors must include the line "This piece originally appeared at "readingrecovery.org/blog" with a link back to the original post on this site.

**Payment**
RRCNA does not offer payment to its bloggers.