



# GBC Guidelines for Submissions

Website, Newsletter, and Social Media

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*We welcome submissions for consideration for publication on the GBC website, in the newsletter, and on social media. We reserve the right to edit original submissions for style, consistency, and appropriate content; to edit or shorten material if necessary; and to select items that best fit our schedule. This does not apply to published media and scientific papers. Please include your name, affiliation, and email address with your submission.*

## Formatting Your Submission

### Stylistic Formatting

- Spell out the *first instance* of all acronyms, e.g., Green Burial Council (GBC). Afterwards the acronym itself is sufficient.
- Spell out numbers one through ninety-nine, unless it is a percentage (e.g., “fifteen countries,” but “15 percent”).
- Include first and last names with first mention of proper names. Afterwards use just the last name (e.g., “Clara Barton,” but later, “Barton...”).
- Use “United States” rather than “US” or U.S. in the case of the noun; “U.S.” is used as an adjective, as in “U.S. policy.”
- Do not use an ampersand (&) for the word “and” unless it is part of a proper name.

### Images and Graphics

- Photos and graphics should be in .jpg format.
- The dots per inch (dpi) should be at least 150, preferably 300 dpi.

## What’s Happening

### Events, conferences, conventions, podcasts, talks, webinars, workshops, courses

- Presenter of event
- Title of event
- Date/s and time/s of event (from-to)
- Location of event
- Link to a website with information
- Submissions are accepted by [adriane@greenburialcouncil.org](mailto:adriane@greenburialcouncil.org)

### Newsletter

- Interesting stories, media coverage, photos, and news of interest to the public and providers
- News and updates from GBC-certified cemeteries, funeral homes, and product providers
- Submissions are accepted by [adriane@greenburialcouncil.org](mailto:adriane@greenburialcouncil.org)

### Blog

- Content providers are encouraged to write about green burial from their own perspective. We are looking for original essays that have unique perspectives and depth of insight, and are personal and thought-provoking, preferably not previously published.

- Length should be between 300-500 words.
- Provide a short bio of approximately 100 words or less. Include your email and/or web address.
- The author is invited to submit a photograph for their bio or other story-related image (see image criteria above).
- Submissions are accepted by [sabrina@greenburialcouncil.org](mailto:sabrina@greenburialcouncil.org)

## **Green Burial Stories**

- Content providers are encouraged to write their personal story, and will be assisted by request.
- Submissions must be concise, well-written, and green-burial related.
- Stories and articles may appeal to a diverse audience, or focus on a more unique, targeted audience.
- Submissions cannot be an advertising pitch to promote a product or service.
- Stories can be presented in various ways: written, audio, or video.
- You may submit story-related photographs (see image criteria above).
- Submissions are accepted by [sabrina@greenburialcouncil.org](mailto:sabrina@greenburialcouncil.org)

## **Social Media**

### **Facebook, Instagram, Twitter, Youtube, and LinkedIn**

- Interesting stories, media coverage, photos, news of interest to the public and providers.
- News and updates from GBC-certified cemeteries, funeral homes, and product providers.
- Submissions are accepted by [gretchen@greenburialcouncil.org](mailto:gretchen@greenburialcouncil.org)

## **Published Media**

### **Articles, books, videos, and podcasts**

- Published news of interest to the public and providers
- Send a link or a PDF file.
- Submissions are accepted by [adriane@greenburialcouncil.org](mailto:adriane@greenburialcouncil.org)

### **Academic Research**

- Published academic papers focusing on green burial
- Send a link or a PDF file.
- Submissions are accepted by [adriane@greenburialcouncil.org](mailto:adriane@greenburialcouncil.org)