

Submission Form for Local News Brief

WHO is the newsmaker or sponsor? Please spell name, title, and company clearly.

WHAT is the news hook? What is newsworthy, timely and of interest to our readers?

WHEN is the event, opportunity or change taking place?

WHERE is the event, opportunity or change taking place? Include complete address.

WHY is this news important to readers at this time?

HOW will this news story affect our readers? What's the immediate benefit to them?

OTHER information you wish to add (cost, store hours or other vital stats, max 50 words).

Available photos, must have permission to use them, and sent via email - .jpg file type – min 300 dpi.

CONTACT Information

Name of contact person to list in brief:

Contact person's telephone,

email address and website

URL for more information

Also: Name, phone & email
of person submitting this local
news item in case we need to
follow up with questions or
clarifications.

Community of Mindfulness Courses Begin in June



Learn how to make more deliberate and healthy choices in everyday life and more fully enjoy them by attending The Florida Community of Mindfulness Awakening to Life course. June 1 will mark the first of five weekly Wednesday sessions, all from 6:30 to 8 p.m., at the Thomas Hall of the Unitarian Universalist Congregation of Greater Naples.

The course is intended for those new to the practice of mindfulness or seeking to establish a more consistent daily application. The classes are experiential, with practices each week that may include sitting and walking meditation, deep relaxation, loving kindness meditation and practicing mindfulness in everyday life.

Fee: \$50. Location: 6340 Napa Woods Way. For more info or to register, call 239-595-9502 or visit FloridaMindfulness.org. See ad, page 57.

Natural Awakenings Editorial Style Guidelines

Thank you for your interest in submitting articles to Natural Awakenings, a healthy living, healthy planet magazine serving our local holistic community. Our Collective mission with this free monthly magazine is to educate readers about the latest in natural living and green living. Our mind/body/spirit-oriented audience is profiled at Lohas.com.

Each month, we share pertinent global news and interviews with national experts. We also spotlight local people, exploring their natural healthy living activities and businesses. We welcome ideas for stories as well as local article submissions, some of which may qualify for one of our departments: Conscious Eating; Fit Body, Green Living; Healing Ways; Natural Pet; Healthy Kids; Creative Expression and Graceful Aging.

General Natural Awakenings writing guidelines

- Establish a strong lead paragraph and compelling close.
- Remember the five Ws : who, what, where, when and why.
- Write in third-person news style for briefs and most articles (them/they/those/people/attendees) Alternatively, for articles, use we/our/us. Avoid the less formal second-person 'you'.
- Use a clear, logical order for content. (Samples at Natural Awakenings website, or in any print issue)
- Use action verbs (e.g. ABC offers; not ABC is offering)
- Use plain language and briefly define technical terms.
- Keep sentences and paragraphs short.
- Include short anecdotes or case studies to illustrate key points – then expand the focus to a wider context.
- Use strong, genuine quotes to aid in reader identification.
- Add credibility with scientific studies, statistics and updates on trends.

WHAT WE WANT

- We focus on hope, healing, practical tips and benefits. Every reader wants to know how they can personally use and benefit from this information in their life journey.
- Attribute all medical or health claims and scientific study results; cite credible, authoritative sources. List additional resources in an italicized endnote.

WHAT WE WON'T PUBLISH

- Depressing lists of symptoms and technical details of treatment.
- Extended, first-person (me/I/my) accountings of life journeys.
- Marketing or sales copy heavy on blatant self-promotion.

Additional Notes

- If your article has been published elsewhere, we are probably not interested.
- We may not publish your piece immediately, and cannot guarantee to later.
- Your original work will be edited to fit our magazine's style. If you wish to review edits to your submission, send it at least seven days before the deadline, and be accessible.
- News briefs and articles that the magazine originates are not subject to copy review. We'll call or email to check facts as needed.
- Footnote all sources cited in detail: Books and magazines need title, author, publisher, year and page number. Individuals need name, title, organization, phone, email, city and company website. We won't publish most of this, but it saves hours of fact checking.