

# **POTSDAM FOOD COOPERATIVE COMMUNITY NEWS**

## **SUBMISSION GUIDELINES**

### **Co-op Mission and the Seven Cooperative Principles**

Please acquaint yourself with the Mission of the Potsdam Food Co-op and the Seven Cooperative Principles before you start to write or interview, or do anything with a view to contributing to the Potsdam Food Cooperative Community News (hereafter referred to as “the newsletter.”) You will find both the Mission and the Seven Cooperative Principles on the Co-op website and in every newsletter.

### **Newsletter Purpose and the Audience**

The purpose of the newsletter is to engage and educate Co-op member-owners. Beyond our current membership, we use the newsletter to reach a wide audience in St. Lawrence County, including the ever-changing population of students, faculty, and staff at local universities. We welcome articles that appeal to our diverse population.

### **Committee Reports**

If you are writing a report on behalf of a committee, use the skills of others in your committee to proofread to make sure the content is correct and suitable.

### **Proofread**

Please use your spell checker to reduce spelling errors and proofread your writing to decrease grammatical errors. If possible, have someone else proofread your article. The last word of “Potsdam Food Co-op” is spelled “Co-op” (Not coop, co-op, Co-Op, or CO-OP). If you are referring to co-ops in general, then the word is “co-op.” Other frequently misspelled words: member-owner (not just member); working-owner, core-worker, gluten-free; dairy-free; Carriage House Bakery; Carriage House Deli. We do not have volunteers, so please avoid using that word when referring to working-owners. Everyone is welcome to shop at the Potsdam Food Co-op, however ownership brings many perks, and one of them is the eligibility to work to earn a discount.

### **Contact Information**

Please include your name, phone number, and email address along with your submission, and let us know if you are a Potsdam Food Co-op member-owner.

### **Abbreviations**

When using abbreviations, spell the entire word the first time it is used in the article and put the abbreviation in brackets. Example: “Buying Club items come from United Natural Foods, Inc. (UNFI).”

Remember that many non-member-owners pick up the newsletter at local schools and businesses and may not be privy to commonly used Co-op language.

### **Recipes**

If you are including a recipe in your submission, try to use ingredients found at the Potsdam Food Co-op (Readers like one-stop shopping.) If you are unsure if the Co-op carries a certain item or are looking for alternatives, consult with a staff member or any core-worker at the register.

### **Need Ideas?**

Write about what you know and are passionate about—just make sure it somehow relates to the Co-op.

Some ideas: your North Country garden, making preserves, a hobby or interest, a food or something that improved your health, challenges you have encountered with special dietary needs, a new Co-op product, an experience at a Co-op event or as a working-owner. Maybe you know a person or community business who would be great to interview or maybe you would be a great person to interview! Perhaps you take great photos at Co-op events that can be included in the newsletter. If you are an aspiring writer and want a writing assignment, join a committee and offer your skills. If you have a story, but writing is not your thing, just ask the Outreach & Education Committee and we may be able to connect you with a co-author to turn your story into an enjoyable adventure. You can always peruse previous Co-op newsletters for inspiration.

### **Professional Services**

If you offer professional services that you feel are relevant to Co-op member-owners and/or the audience we reach with our newsletter, we welcome your articles. Feel free to include contact information, but refrain from making the article come across as an ad for your business.

### **Not the Place to Complain**

Please do not use the newsletter as a forum to complain. Our buyers do their best to stock quality items in keeping with the Co-op Mission, the Seven Cooperative Principles, and our geographic location. If you have helpful suggestions, please bring them to our management.

### **Remember the Publishing Date**

The submission date is generally 8 weeks earlier than the publication date, so if you are writing about a seasonal topic, consider what will be happening at the publication date, two months after you submit an article.

### **Editor and Contributor Rights**

In spite of your best efforts, a typo might slip through in your submission. We will correct minor spelling and grammatical errors without notification. However, if the editorial burden is so great that we must essentially rewrite an article, or if we find it inappropriate, offensive, untimely, or not in keeping with the guidelines—we'll let you know that we cannot include your submission. The Co-op reserves the right to reject any article that does not adhere to these guidelines.

### **Credit for Newsletter Contributors who are Co-op Member-owners**

Once you are notified by a member of the editorial team that we have accepted your submission, please put your time on the clipboard hanging on the wall at the entrance to the packaging room. Any staff member can assist. You'll see a chart where you record your name, membership number, how many adults in your household, date, and the time spent working in which department. If you spent 2 hours writing an article; put 2 hours. These hours translate into a discount. eg) If you have two adults in your household; 2 hours gives you a 10% discount for a month. We cannot give a discount for submissions we do not accept.

**Credit for Newsletter Contributors who are not Member-owners of the Co-op**

You have the opportunity to educate and engage our member-owners and anyone who enjoys reading the newsletter. As long as your submission meets the guidelines, we thank you for your contribution.

**Submission Ownership**

All submissions, once accepted, become the property of the Co-op and may be reissued in print or online by the Potsdam Food Co-op or published in other cooperative newsletters, provided credit is given to Potsdam Food Co-op Community News and to the author of the article.