



National Trust for Historic Preservation

Preservation Leadership Forum

Preservation Leadership Forum Blog Guidelines

Thank you for your interest in contributing to the [Preservation Leadership Forum Blog!](#) Preservation Leadership Forum is the National Trust membership program dedicated to serving preservation professionals. While some Forum content is limited to members only, the blog is free and open to anyone.

Ready to pitch us a story? See the second page of this document.

The primary audience for this blog is leaders in preservation and allied fields, including (but not limited to) architecture, planning, and advocacy for smart growth. Posts on the Forum Blog are often detailed and informative—think wonky “shop” talk.

Categories include:

- Advocacy
- Architecture
- Climate change
- Economics
- Education
- Innovative practices at historic sites
- Landscapes
- Modernism
- [National Treasures](#)
- Planning
- Preservation law
- Public lands
- Technology (GIS, digital tools, storytelling technology, mapping, survey apps)
- [ReUrbanism](#)
- Rural preservation

Potential post styles include, but are not limited to:

- Case studies—examples of projects with significant lessons learned;
- Innovative partnerships or preservation practices;
- New areas of preservation work structured to encourage discussion; and
- Significant updates on policy and advocacy priorities.

Have a story you'd like to share?

Start by sending us your story pitch. A pitch should:

1. Be no more than 300 words long;
2. Address the overall subject of your post with a brief framework/outline of the story; and
3. Be submitted to forumonline@savingplaces.org with the subject line "Forum Blog Pitch."

I've submitted a pitch—what happens next?

1. Forum editorial staff will review your pitch, and we may follow up with questions for clarification. Our usual turnaround time is one to two weeks.
2. Once your pitch is accepted, we will assign a deadline for the first draft of the piece—usually within two weeks of acceptance.
3. Once we have your draft in hand, we will schedule the post for publication—usually one month from receipt of the draft.
4. We will edit the draft for length, grammar, and clarity and send our edits to you for approval within two weeks of receiving your draft. You are asked to send approved copy to editorial staff *at least* one week before the scheduled publication date.

Guidelines

- Keep posts between 800 and 1,200 words—no longer!
- Keep paragraphs to five sentences or fewer.
- Break up your text with subheadings.
- Include links in parentheses next to the text you would like to hyperlink.
- Include a one- or two-sentence bio at the end of your post.

Supporting Materials

- Try to include *at least* one quality photo for every two to three paragraphs.
- Photos should be high resolution: 300 DPI and 1000 pixels in either width or height.
- Provide captions *and credits* for any photos.
- Photos or videos taken by a skilled photographer or videographer are preferred.
- If embedding audio or video, provide direct links to the material. We are not able to host this material on our own channels.
- Provide a credit line that is no more than three sentences. This should also include any relevant social media handles (if you have them).

We look forward to reading your pitch. If you have questions, don't hesitate to contact us at forumonline@savingplaces.org!