

WBA - Website Content Submission Guidelines



The WBA is pleased to offer you this opportunity to share your knowledge and expertise by submitting content to the WBA website. Please review the submission guidelines below to have your work considered for the www.wabankers.com website. Please note that submissions for the website are different from submissions for *Issues and Answers*. If you have any questions about how to submit your work to the WBA please contact Gretchen Kirkpatrick at Gretchen@wabankers.com or call 206-344-3492.

General Guidelines

- **Guiding Principles**

The Washington Bankers Association leads the banking industry as a premier provider of advocacy, education, and products and services. As such we strive to research and share content, materials, and ideas that represent the experience and insights of Washington state bankers.

- **Style**

We encourage you to use current best practices for web writing. This includes:

- Begin with the conclusion.
Focus on the main message and how you want the reader to respond.
- Add specific details, facts, figures, quotes, etc.
- Submit graphs, graphics, or photos that are copyright free
- Use subheadings that reflect your content and raise interest
- Use listed points with 10 words or less per item
- Search the web for other tips on best practices

- **Publishing**

The WBA does not guarantee that it will post your submissions. It does guarantee that someone will read the article and explore whether or not it is a good fit for the WBA mission statement and the readership of www.wabankers.com. In reviewing articles we are looking for content that is necessary and relevant to the needs of bankers. Also, we want content that reflects the foresighted, powerful, responsible, productive, and connected nature of the banking industry.

- **Copyright**

The WBA will only print copyright free material submitted by the author, and will not pay for articles posted on the website. The WBA reserves the right to use content at their discretion.

- **Response Time**

Our goal is to respond to your request as quickly as possible. Depending on a number of factors, we will do our best to respond to each submission in 2- to 3-weeks.

Specific Guidelines

- **Author Information**

All submissions **must** identify:

- Topic
- Title
- Author's full name
- Author's phone number **and** email address
- Author's place of business

- **Summary**

Provide a 20-30 word summary of the article that can be used for links.

- **Length**

Submit articles that are between 500-750 words. Please submit final drafts that have been fully edited for grammar and spelling mistakes.

- **Formatting**

Send unformatted document in email body or in a Word file (.doc or .docx). All text should be edited for grammar and spelling prior to submission. Corresponding images or information may be submitted in PDF or JPEG files.

- **Links**

Provide a list of referenced links in the text or at the end of your article. The WBA staff will review these links to determine if they are appropriate for the website, and will determine if they will be included.

- **Possible Topics**

- Reflections on media coverage of the banking industry
- Press Releases on how our banks support the community
- Insights on current legislation
- Responses to WBA events