

SGT Publishing Guidelines & Standards

About Smart Growth:

Smart Growth is an urban planning and transportation theory that concentrates growth in compact walkable urban centers to avoid sprawl. It also advocates compact, transit-oriented, walkable, bicycle-friendly land use, including neighborhood schools, complete streets, and mixed-use development with a range of housing choices.

There are obviously many other smart growth principles and practices that can have a profound impact on a community's ability to encourage sustainable growth, improve quality of life and create a wide range of economic development opportunities.

What we are looking for:

Smart Growth Tulsa is seeking contributions from our followers, community leaders and interested citizens for publication on our [WordPress Blog site](#) and shared on social media including [Twitter](#) and [Facebook](#). The goal of our blog site: to be the best source for great ideas that create, lead to or transform our city into a vibrant, diverse and livable community; embracing proven smart growth principles and practices.

We are interested in well researched material from authoritative sources whose authority comes from careful analysis, study, and experience. Ideally, the ideas presented in our articles can be translated into action and have been tested in the real world.

Well written columns between 600 and 1,000 words are sought from talented writers who also provide accompanying copyright approved supporting graphics. We encourage our guest columnists to pick one of our existing categories and offer their personal observations in an Opinion/Editorial or information/background piece answering the following question: How can the city of Tulsa benefit by employing smart strategies in any of the chosen fields or categories.

Our Categories:

In terms of smart growth, we typically think of benefits as principles and practices that help deliver sustainable growth, improve quality of life and create economic development opportunities. A good starting point for analysis would begin with what we are currently doing right followed by suggestions on how and where we can improve, citing best practices observed in other communities if available and appropriate.

Choose from any of the following categories: Aging, Arts & Culture, Community, Economy, Education, Environment, Health, Land Use & Zoning, Mental Health, Neighborhoods, News, Planning, Politics, Preservation, Public Funding, Public Policy, Public Safety, Smart Growth, Sustainability and Transportation.

Another area worth exploring is the role of state and local government in adopting policies and supporting operations, facilities and improvements not typically considered core services. We live in a region that historically reflects broad appeal for “small government”, yet we observe many competing cities that routinely make investments in non-core related aspects of urban life.

Tulsa has many great things going for it but it’s doubtful we will ever reach our vast potential to become a great American city without supporting what many consider non-core amenities, either through direct financial aid or public-private partnerships. The challenge of course is winning the hearts and minds of voters and convincing them the benefits outweigh the costs. Simply asked, how can we do that?

Submitting an Information/Background or Opinion / Editorial Column:

Smart Growth Tulsa welcomes submissions on any topic but we prefer something related to our list of approved categories as detailed above. We will consider any length article, though we are more likely to accept pieces containing fewer than 1,000 words.

We rarely consider articles sent to other publications or posted online, including personal blogs, nor do we consider anonymous or pseudonymous submissions. Exceptions are considered on a case-by-case basis.

The Smart Growth Tulsa Editorial Board is staffed by volunteers; therefore, we consider only completed articles. Among other considerations we determine whether an opinion article is suitable for publication on our Blog site based upon our space constraints, timeliness and relevance. You need not possess any special expertise to have your article considered for publication, however; if you do, please send it along with your submission.

We do our best to read all submissions promptly and will contact you within one week if we are interested in publishing your article. Typically, acceptance of articles for publication is not a unilateral decision, as we often request feedback from our volunteer advisors and editors. If you do not hear from us in a week, it is safe to assume we will not be able to use your article.

While we encourage our contributors to offer head and sub-head suggestions we reserve the right to change or amend them. As for editing the body of the piece we may also make stylistic changes to enhance the appeal but we typically will not publish any substantive changes to the content without the submitters’ approval.

Not sure what to write about or wonder if it will be accepted?

If you are new to publishing and undecided on what to write, consider sending us a couple of paragraphs about the ideas you want to cover. Is or was there an “aha” moment that inspired you to consider writing about the subject? What will the central message be and how do you perceive it as important, useful, new, or counter-intuitive?

Our readers will also be interested in the source of your authority? What academic, professional, or personal experience will you draw from? Try to give a sense of the ground you will cover, the logic

behind it and provide some real-world examples if available. We will let you know in a timely fashion if your idea will work on our site.

Please include the following and refer to our Style Sheet before submitting questions:

When submitting your article please refer to our Style Sheet for formatting instructions or guidance as needed. Be sure to include two to three paragraphs for our “About the Author” section located at the bottom of our published posts. Don’t be modest; include anything relevant to your expertise, experience and background. We will also need your full name, email address, and contact phone number.

Use of Third-Party Content:

As publishers, SGT will be held responsible for all third-party content offered on our site, whether it is embedded, copied or paraphrased. Please follow common sense rules and do not embed a video without having watched it in its entirety. Be sure to fully review all web pages before linking to them. If any material you link to could be considered “offensive” to some, be sure to warn readers before they click the link. Example: “Warning: Some images on this site may contain graphic images of violence.”

Giving Credit:

You are welcome to link to, embed, aggregate or refer to non-Post content but be sure to credit the source of the content. Link directly to the specific location of the content if possible, not just the publication. If many sources are available, we prefer that you use the original report when possible.

Use of third-party copyrighted material:

Many are still under the mistaken impression that creators are required to register work with the U.S. Copyright Office or include a notice for it to be protected and that is not the case. Facts and ideas cannot be copyrighted. The original expression of an idea, such as text, photos, graphics or sound and video recordings are however protected by copyright as soon as they are written or recorded; thereafter they are protected from unauthorized copying, display or use in a derivative work. Assume by default that any content you find digitally or in print is copyrighted. Always get permission and always credit the source.

Attributions:

Not all opinion pieces require attributions but they can certainly enhance the credibility of any work especially when academic research has been used to construct it. Again, be sure to credit all direct quotations, paraphrased statements, and borrowed ideas.

In a Blog setting we prefer to incorporate attributions into the text in order to improve the flow of the prose. In any case, please be sure we understand exactly which ideas, and what language, are yours and which ones are drawn from others. Thank you for considering Smart Growth Tulsa.