



DRCC EVOLVE MAGAZINE ARTICLE SUBMISSION GUIDELINES

Effective February 1, 2016

In early 2016, The Daytona Regional Chamber of Commerce (DRCC) in partnership with The Holley Group 2016 launched a new magazine titled *Evolve – Business and Professional Magazine*. Our collective vision for *Evolve* is to provide content that is compelling and relevant.

Evolve provides useful information and news about the local business climate, economic trends, helpful business tools, and controversial business subjects to help businesses in the Daytona Beach region. Consequently, we are looking for experienced and successful freelance writers and business owners/leaders to contribute to *Evolve*.

Becoming an *Evolve* Contributing Writer

To be considered for article assignments, please email any recent published article clips along with a cover letter that includes your writing experience or subject matter expertise along with the title of the article(s) you would like to write about that would be informative, helpful and consistent with the upcoming or future issue themes. More information about the types of articles we are seeking to publish is provided in the following section.

If you are selected you will be notified via email by The Holley Group's Magazine *Editor*.

Types of Articles We are Seeking for *Evolve*

The Daytona Beach/Volusia County business community is overwhelmingly comprised of small to mid-size businesses with fifty or fewer employees. We will be evaluating articles seeking those that are useful, helpful and practical for small business owners.

1. Business Profile

Each issue of *Evolve* will contain one to two feature articles, which generally will profile a business or entrepreneur/leader within the community. For feature articles, we prefer journalistic-style, narrative articles. We will consider Q&A format features if they are accompanied by a 100-200 word lead and a full copy of the unedited transcript and notes.

2. Business Community Profile

Evolve will also highlight interviews with a variety of businesses, ideally from Daytona Beach or Volusia County that tell an overall business community story. These features should reflect the diversity of businesses in the area and should be organized around a concrete theme. Interviewees' quotes should be used to support these themes. An example is an article about Main Street discussing the challenges, opportunities, people and business successes within that community.

3. Functional Educational/Learning Articles

Evolve will often include educational articles that cover relevant functional areas such as marketing, human resources, finance, technology, strategic planning, etc. to inform its readers about trends and educate businesses on new tools and technologies, best practices, and opportunities for improvement.

4. Controversial issues

One of the goals of *Evolve* is to spark a dialogue about issues that may both divide and unite us as a business community. We invite balanced-perspective articles that explore a controversial business issues from several angles, incorporate multiple points of view, and can offer readers concrete solutions and perspectives.

5. Business Trends, Indicators, and Statistics

Evolve explores trends in a variety of business-relevant areas such as demographic trends, job growth trends, spending trends, etc. and their impact on the local economy or community.

Article Submission Specifications

Written contributions to *Evolve* must be submitted electronically. Depending on file size, articles may be sent as an attachment via email in a word processor file format such as a Word or Pages or uploaded to an internet file sharing program such as YouSendIt, GoogleDrive, or DropBox, etc. Hard copy article submissions and faxes are not accepted.

Photos and other graphical images must be of professional quality in high resolution (300 dpi, at 8 in. x 10.5 in.); both color and b/w are acceptable. Please include the appropriate photo/image credits (e.g. photographer's name and telephone number/email address), as well as a brief description identifying who and what is depicted in the image.

All submissions, query letters and article clips should be sent to: editor@holleygroupllc.com. Submission of an article is not a guarantee that it will be used in the upcoming or future issues. All submissions chosen for publication may be edited for length and clarity. All submissions become the property of H2 Innovative Solutions, Inc. dba The Holley Group and may be published, along with the name of the writer, in the upcoming or any future issue of Evolve Magazine.

