



## **DRCC MAGAZINE ARTICLE SUBMISSION GUIDELINES**

### **DAYTONA CHAMBER MEMBERS**

**Effective February 1, 2016**

#### **Submitting an Article**

As a Chamber member your experiences, knowledge, challenges and successes are excellent stories to be shared with *Evolve* readers and the business community. We encourage you to volunteer an article subject and to submit an article for inclusion in an upcoming or future issue. If you would like to submit an article or need help writing what you feel would be an interesting story, please email [editor@holleygroupllc.com](mailto:editor@holleygroupllc.com). Your email should include the topic and story you want to submit, the individual or business that will be the subject of the article and your contact information to include email and phone.

Evolve receives articles via email (as a Word or Pages attachment) with images or large files transmitted through an internet file sharing program such as YouSendIt or DropBox, etc. Hard copy article submissions and faxes are not accepted.

Photos should be supplied digitally and 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 photographer's name and telephone number/email address, as well as a brief description identifying who and what is depicted.

*All submissions, query letters and article clips should be sent to: [editor@holleygroupllc.com](mailto: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.*

## **Types of Articles We are Seeking**

### **1. Business Profile**

Each issue of Evolve contains one to two feature articles which in general will be a profile of either a business or an entrepreneur/leader. We prefer journalistic-style, narrative articles instead of a Q&A format, but will also consider Q&A submissions (please include a 100-200 word lead when submitting the latter and a full copy of the unedited transcript and notes).

### **2. Business Community Profile**

Multiple interviews with a variety of businesses, ideally throughout Daytona Beach area and/or Volusia County will tell an overall business community story representing a diversity of businesses will give a well-rounded tone to this type of article. The story should extrapolate several concrete themes and use interviewees' quotes to support these observations.

### **3. Functional Educational/Learning Articles**

Evolve will often educate readers about the activities of select functional areas such as marketing, human resources, finance, technology, strategic planning, etc. Some of these profiles maybe full-length features; others are shorter profiles.

### **4. Controversial issues**

Evolve seeks to spark a dialogue about issues that divide and unite us as a business community. We invite articles that explore an issue from several angles, incorporate multiple points of views, or offer concrete solutions. We are NOT interested in inflammatory articles that incite or enrage readers without offering a channel for action.

### **5. Trends**

Evolve explores trends in a variety of areas such as demographic trends, job growth trends, spending trends, etc. Infographics should be used to reflect the trends.

