



**Content Provider Guidelines and Consent Agreement**  
**With “Echo”, The Executive Council of Home Owners,**  
***Regarding Editorial Direction and Guidelines for Use of Submissions and Presentations***

Revised June 12, 2024

It is the intent of Echo to provide an opportunity for members to contribute to the body of knowledge created and administered by Echo. We welcome all members to participate in providing Echo with content for any of our publications or for our many speaking and teaching opportunities. However, Echo always reserves the right to accept or reject submissions or content development requests.

***Articles are to be fresh and unpublished*** by other associations or organizations. Echo reserves editing rights for all submissions. Authors will be advised of significant edits to the articles as determined by Echo staff. Echo will make every reasonable effort to coordinate with the author on edits made.

Please ***write article in the third person*** unless otherwise agreed by the Echo Editor in Chief (Executive Director). Failure to follow this condition is the most frequent violation of the guidelines and often requires Echo staff to either rewrite the article or reject it. Exceptions are made for articles which lend themselves to a personal (i.e., first person) approach such as a story relating to managing mental health issues or unique struggles of a board. Board members are most frequently given these exceptions.

The article's publication is a joint production process between the author, Echo staff, and the publication designer. ***The author is responsible for the content of the article.*** Content accuracy, veracity and representations are those solely of the author.

***Article headlines are the exclusive responsibility of the editor.*** This is to ensure a consistent theme in the publication and appropriate title lengths that fit production needs.

We ***encourage the use of graphics, infographics and links;*** however, these must conform with the standards of Echo, be of size and dimension to fit within the publication and conform to the graphical presentation of the content. Finally, Echo makes the sole determination whether graphics, infographics and links are included in the publication or in a presentation.

***Authors and presenters are to provide a short biography of themselves*** including some information about their qualifications for writing the article or presenting and a short description of the company. It is okay to include contact information and links to company websites for authors of articles in the Echo *Insight*. For your protection and for the integrity of the *Journal*, we prefer not to have telephone, email

addresses and websites in *Journal* articles. We are okay with this information on the last slide of a presentation. The biographical and company information should not exceed 50 words for the ***Insight***. The bio in the ***Journal*** is limited to 100 words. We also encourage you to submit a high-resolution photograph/s of the authors to be included in the publication (space permitting).

**The association does not allow the self-promotion of brands, services and products** except as noted beforehand and as determined by Echo. This type of content will be edited from the final article or presentation slides. Those failing to abide by this rule may lose their privilege to participate in Echo presentations and webinars, or to contribute articles and information for future Echo publications and periodicals.

Echo reserves the ***right not to publish an article or to reschedule an article for publishing*** in one of its periodicals at its discretion even though there may have been a prior agreement to do so. Due to many variables in the content development and production processes, Echo reserves the right not to publish and to reschedule publication to a later or earlier date.

***Articles must be submitted on time***; be of appropriate length, style and quality; include information requested information about the author and fit within the publication. Failure to provide any of these could result in the article not being published. The Echo Publications Expeditor will help remind you of this requirement. Failure to meet a deadline or comply with the publication's needs could result in the rescheduling or denial of the article submission for publication.

***Plagiarism, as determined solely by Echo staff, will not be tolerated*** at any time and will result in the plagiarized material being rejected from an Echo publication. The author may be removed from future opportunities to publish or speak at Echo events or in Echo publications. Repeat or blatant offenses similarly could result in a permanent barring of the author from providing content to Echo.

***Echo does not re-publish articles accept in very limited circumstances.*** The circumstances are usually for reference and / or special interest. The CEO of Echo will make this decision.

***Accordingly, Echo may re-publish an article with important, recurring and unchanged information for boards and/or homeowners.*** If we do reprint, we will double check the content to ensure it is current and updated. If it is a direct reprint with no updating needed, it will be noted as a “reprint” in the publication.

Likewise, ***Echo will not accept articles written and published (or that will be published) in another organization or association publication except under very limited circumstances.*** We do not publish articles which have appeared in HOA industry association publication or in other publications or media available to the public including social media platforms (such as Facebook) or in private company newsletters. We expect authors to respect this policy.

***Articles submitted to Echo may be repurposed for the benefit of Echo*** and its members. They may be used in other media, such as social media. Echo ***Journal*** articles may be abstracted for use in the Echo ***Insight*** e-newsletter and, conversely, articles may be expanded for use in the Echo ***Journal***.

## **ACCEPTANCE OF TERMS AND CONDITIONS OF ARTICLE PUBLICATION**

Submission of content to Echo represents ***your acceptance of these terms, conditions, and guidelines, including the express release of the submission and/or presentation to Echo for reuse.*** This includes the reuse of articles and materials by Echo members for their association publication and use for member informational and educational purposes, among others.

We hope these guidelines, terms and conditions will help you in the submission of articles, presentations, and educational content, and other content to Echo.

The following provides more detailed editorial direction for our two primary publications, the Echo *Journal* and the Echo *Insight*:

### **ECHO JOURNAL ARTICLE SUBMISSION:**

We produce 4 quarterly Echo Journals per year (March, June, Sept. Dec.) We encourage early submissions to help us with editing, placement and artwork. We also accept articles not scheduled for a specific *Journal* issue. This provides Echo and the author added flexibility and no deadline requirements.

#### **SUBMISSION TYPES:**

1. **Specific issue:** This is the most common type of submission, usually at the request of the chief editor given a specific *Journal* theme, importance or timeliness of the topic. For example, an author may be requested to compose an article for the September *Journal* on budgets, or an article for the December *Journal* about something related to the holidays. The deadline for submission will be provided to you by Echo staff. If an author commits to write an article and have it placed in a specific periodical, the space in the *Journal* will be reserved for the article. If the deadline for submission is not met, then we *may* need to replace the space reserved with another article. Unfortunately, print publication timelines are unforgiving. Failure to deliver on time creates a snowball effect in production and delivery schedules.
2. **Undetermined issue:** An author may have an idea or article they would like published at some undetermined time in the future but not necessarily for a specific issue of the *Journal*. Echo will accept these articles and place them in an unpublished articles folder. These articles may be used when an author fails to meet the submission deadline or to fill space. Most often, *if* the article has not been assigned to a publication, that is the publication date is undermined, the article will be placed in a repository of articles until it is needed, and space is available for publication. Additionally, unassigned articles and content may be used in another publication, such an article written for the Echo *Journal* could be placed in the Echo *Insight*, or in social media postings.

#### **Echo Journal Guidelines At-a-Glance:**

- Four issues per year: March, June, September and December.
- Target audience: Board members; Secondary audience: engaged community homeowners.
- Circulation: Approximately 12,000.

- Articles per issue: 4 to 5 plus features and regular stories.
- Words per submission: **2,000 words or less.**
- Article types and style: Board education, industry best practices, practical legal, application of law, human interest, “how-to” stories with a point.
- February issue would be scheduled for mailing on January 15<sup>th</sup>.
- Format: **Editable Word document**, no headers or footers please.
- Articles are to be written in the **THIRD PERSON** please.
- Provide art, photos, tables, graphics as appropriate.
- **Bio of the author:** Provide brief description of author’s qualifications and the company for which they work. Not to exceed 100 words. Target: 50 to 60 words. Include a portrait photo for the publication.

### **Echo Insight e-NEWSLETTER SUBMISSION:**

The "**Echo Insight**" e-Newsletter is delivered 8 times a year (January, February, April, May, July, Aug, Oct, and Nov) and alternates with the release dates (mailing) of the **Echo Journal** (March, June, Sept. Dec.).

#### **Echo Insight Guidelines At-a-Glance:**

- Eight issues per year are circulated via email on or about the middle of the month. The months of planned circulation are January, February, April, May, July, August, October and November.
- Target audience: Engaged community homeowners. Secondary audience: Board members.
- Circulation: Up to 14,000 and growing. The publication is free.
- Articles per issue: 1 to 3.
- Words per submission: **1,000 words or less.**
- Article types and style: Short, pithy, bulletized lists, simple. One or two points. Types of articles: Community education, stories with a point, political/legislative information, how-to and best management practices, simple clarification of governance and laws, checklists and tools.
- Submission deadline: Will be provided by Echo staff, and if the deadline for submission is not met, then we *may* need to replace the space reserved with another article. Ideas and article submissions are encouraged at any time. We hope to include and encourage articles from engaged HOA members and community boards.
- Format: **Editable Word document**, no headers or footers please.
- Articles are to be written in the **THIRD PERSON** please.
- Provide art, photos, tables, graphics as appropriate.
- **Bio of author:** Provide brief description of author's qualifications and the company they for which they work. Not to exceed 100 words. Target: 50 to 60 words. Include a portrait photo for publication. The bio in the *Echo Insight* may include a balanced amount of contact information such as an email address, website, and city where located. We discourage telephone numbers.