



eBlast Specifications

The **eBlast** is one tool used to communicate with Region 13 members.

REGION 13's eBLAST – What / Why / How / When

- The **eBlast** is emailed to Region 13 members by R13 Communications, as needed, to provide *urgent* and *timely* communications, including convention information.
- Our RMT (Regional Management Team) and, at times, Chorus Presidents/Team Leaders, PR/Marketing chairs, Secretaries, and Quartet Contacts receive an email two (2) weeks before the next eBlast deadline, reminding them to submit their information and photos promptly before the deadline.
- **Only one reminder per issue will be sent.**
- If contact information (name, phone, email) for any of the current recipients has changed, the eBlast editor must be notified with corrections as soon as possible at eblast.editor@gmail.com.
- The eBlast is the best way to connect with R13 members and share fliers promoting R13 chorus shows, fundraisers, etc. Photos may also be used.

DETAILS/GUIDELINES for submitting eBlast articles:

- **Articles submitted should be 150 words or less.**
- Articles may be submitted as an MS Word document (preferred) or in the body of an email.
- Content may include areas of interest about your chorus: rehearsal schedule, members, coaches, fundraisers, performances, and special recognitions.
- The RMT's eBlast articles usually address a broader area of interest to R13 members and are not limited to the 150-word maximum. This information should pertain to activities within the area they represent and is the best way for Region 13 members to associate the RMT with their duties.
- Articles are submitted to eblast.editor@gmail.com on /before /no later than the stated deadline.
- Submitting articles after the deadline could exclude them from being featured.
- Photos should be attached to your email as separate jpeg/jpg/png/pdf files. The editors reserve the right to crop/reduce the final size of your photo(s) to fit the publication. Captions are not necessary.
- Due to space restrictions, if you submit multiple photos, it is unlikely we will use them all.

Please feel free to direct any questions to eblast.editor@gmail.com.

Fruitful writing,

*Carol Drew
eBlast co-Editor*