



SDDA Downtown Lowdown Submission Guidelines 2016

The SDDA maintains two email lists, one of Downtown merchants/restaurants and another for citizens interested in SDDA members' information. Each Thursday, informational Downtown Lowdowns are sent to both lists, providing valuable information about:

- ❖ **SDDA News:** Committee and Board meetings, trainings, deadlines, holidays, advertising
- ❖ **Events:** participation guidelines, general information, ads, links for photos, winners
- ❖ **Membership:** Member Drive, Member Offers, Annual Meeting and Report, Board Elections
- ❖ **Businesses:** openings, closures, relocations, new owner/name
- ❖ **Seminars and Trainings:** details, cost, benefits of participation
- ❖ **Ordinance:** snow, trash, parking, street closures, construction
- ❖ **Special Offers:** cooperative advertising, partnering opportunities
- ❖ **What Can You Do?** helpful business hints, ideas and reading material
- ❖ **Press Releases and Free Press:** excerpts of pertinent media notices
- ❖ **Community Events:** from businesses and non-profits

SDDA members and community organizations are encouraged to submit information to promote their businesses and events. Please review the following submission guidelines. **WE WANT TO PROMOTE YOUR BUSINESS AND EVENTS**, but we need your help in keeping the Downtown Lowdown concise and user-friendly!

Submission Guidelines

WHEN: Downtown Lowdowns are sent on Thursdays. Please have your information in no later than **4:30pm** on the preceding Wednesday.

WHAT: Text announcements of events and special promotions are the preferred mode of delivery. You may type the information in the body of an email or attach a word document or pdf and send it to noah@stantondowntown.org. Emails not sent to Noah may not filter to him. Be sure to include all links that apply, but be aware that two is the soft maximum. If you don't use email, fax your copy to 540.851.4018.

Keep the information to between a three to five bullet-pointed **call to action**. With the exception of menu items, each bullet point must include (or will be reformatted to include) **an action verb**. Content will be limited at our discretion, and we **do not include prices (other than free) in the Downtown Lowdown**. This is done for your ease. Should you decide to alter pricing through your controlled channels, misinformation will not have been disseminated.

Please be sure to include title of event, physical venue addresses, contact information, and URLs in your announcements. The Downtown Lowdown can go out earlier in the day if the information is readily apparent.

Please do not format your information to include ampersands or the w/ abbreviation. We custom format the Lowdown to make it as attractive as possible, and those play havoc with the HTML formatting we tweak in. Each ampersand you use makes it less likely further information will be included.

Please note the SDDA style formatting is to print times as 2pm or 2:30pm (no space, lowercase, lacking minutes for whole hours).

Please note: The Downtown Lowdown does not include monthly calendars of events, full menus, or entire third party newsletters. Please post these items on your website or make them available in your store and provide us with a link and a short “teaser” that encourages readers to visit your site or your store for more information. **Facebook event URLs make excellent choices, as they invite people to RSVP.** Format examples occur below.

HOW: The best information will catch *no earlier than three weeks out* from the event. Please don’t send monthly calendars or anything too far out in the future. The first notice will appear in NEW THIS WEEK, the second under IN CASE YOU MISSED THESE. You may opt to send updated information as once the notice has rotated through. **Only those listings with continued input will continue to run.**

Menu Example

Mike Lund Food – LUNdCH Food! Menu

Where: 300 North Central Avenue

When: Thursday, February 6 – Friday, February 7, 10:30am – 2pm

What:

- Fried Egg, Ham, and Cheese Sandwich with red pepper preserves, Wade’s Mill Grits “fries” with spicy aioli
- Soy Glazed Grilled Salmon with coconut-lemon grass rice and ginger wilted cabbage
- Parmesan Potato Bisque with crostini and chive cream
- Cucumber and Tabouli Salad of mixed greens, marinated English cukes, pickled radish, capers and lemon vinaigrette
- Truffled White Chocolate Macadamia Cookie
- Mini Pickled Carrot Cupcake
- Mini Lemon Poppy Cupcake
- Locate more information on the Facebook [page](#).

Event Example

Harmony Moon – Kindness Festival

Where: 13 South New Street

When: Saturday, February 8, 1pm – 4pm

What:

- Cuddle “free range” kittens brought by [Cat’s Cradle](#).
- Help the kitties learn to socialize, even if you’re not considering adoption.
- Sample light refreshments and know that 10% of all purchases during that time will be donated to Cat’s Cradle.
- Cross your fingers for prize drawings.
- Find out what the “boom boom bucket challenge” means.
- Learn more about upcoming events from massage to belly dance on the [events page](#).