

Submission Guidelines for Publishing Announcements in *Southwest Archaeology Today*

Southwest Archaeology Today (SAT) is a free weekly news digest service provided by Archaeology Southwest. It shares information and events relevant to our organization's mission to explore and protect the places of the past. Archaeology Southwest practices Preservation Archaeology, a holistic, conservation-based approach to research, archaeological resource protection, and public outreach in the American Southwest and Mexican Northwest. The editorial policies of the *SAT* newsletter are aligned with Preservation Archaeology.

This document provides specific guidelines to assist you in having your announcements listed in *SAT*.

Submissions of For-profit Advertising Will Not Be Considered

The *SAT* newsletter is published as a free service by Archaeology Southwest, and we have pledged to our readers that we will keep the newsletter free of advertising by for-profit companies. This includes, but is not limited to, commercial tours and lecture programs. An exception to this rule is announcements of employment opportunities, which we do publish.

We do post announcements for archaeological tours, lectures, or other free public events sponsored by nonprofit organizations that share in the practice of Preservation Archaeology.

Submission Guidelines

Just as *Kiva* and *American Antiquity* have rules for submission, so too does *SAT*. By following these guidelines, you help us maintain *SAT* as a free service to the southwestern archaeological community.

Archaeology Southwest publishes *SAT* to share archaeological and historic preservation news and events, and we welcome submissions of current news items. We publish submissions that are relevant to 1) the practice of Preservation Archaeology in the American Southwest or Mexican Northwest; 2) topics such as the peopling of the Americas or connections to other culture areas, including Mesoamerica; and 3) technological developments in archaeological practice.

Before submitting events, news items, employment opportunities, or press releases, please take a moment to become familiar with the formatting in a current issue of the *SAT* newsletter, and please follow the submission guidelines below.

- 1) Do not provide a headline.
- 2) As the example below shows, your announcement needs to be in the form of a single short paragraph. Please describe your news or event details in complete sentences.
- 3) For lecture announcements, please do not list speaker accomplishments, recent publications, or other biographical details.
- 4) Provide a date, time, and location for your events. This seems obvious, but such omissions often occur.

5) For lectures or other event announcements, we have found that the ideal time to publicize your activity is two weeks in advance. The *SAT* newsletter is prepared during the week and published on Sundays at midnight, so be sure to submit information **three weeks** before an event.

6) Email your submission as **unformatted plain text** to sat-editor@archaeologysouthwest.org. **Please do not submit Microsoft Word documents or other attachments.**

7) Contact information is good, but a link to your website with expanded information is even better. The more traffic we can drive to your website, the better this system works for all of us.

8) The following is an example of an event submission to *SAT*. The announcement conforms to our requirements, and we published it exactly as submitted to *SAT*:

Lecture Opportunity – Dolores, CO

As part of the Four Corners Lecture Series, the Hisatsinom Chapter of the Colorado Archaeological Society and the Bureau of Land Management, are pleased to present Dr. Donna Glowacki on Sunday, June 3 at 1:00 PM at the Anasazi Heritage Center to discuss *Mesa Verde, Religion, and Change*. Dr. Glowacki explores how religious change, inferred from architectural and other cultural material evidence, may have played a central role in prompting the Mesa Verde emigrations. Contact Bob Bernhart @ 970-739-6772 with questions about this, or any other program.

This example demonstrates how all public events appear in *SAT*: a short paragraph or abstract with “who, what, when, where, and why,” followed by contact information or a web link. Announcements of events or news that do not fit this formatting standard will not be included in the newsletter.

Thank you for doing your part to keep the *SAT* newsletter a free communications tool. Should you have any questions or need clarification, please contact Doug Gann at sat-editor@archaeologysouthwest.org.