

## **IMLS Blog Guidelines**

We are delighted that you will be a contributor to the IMLS UpNext blog. To ensure the highest possible editorial quality, blog post submissions must adhere to these guidelines and to the [IMLS Commenting and Posting Policy](#) to be considered for posting. Please maintain a conversational editorial tone and write all posts in your voice. Thank you for your time and support.

### **What is the purpose of the UpNext blog?**

The IMLS UpNext blog supports conversation about lessons learned and what works in library and museum service including knowledge sharing, best practices, and thought leadership.

### **How do I submit a blog post?**

Please submit your final draft to Kevin O’Connell at [koconnell@imls.gov](mailto:koconnell@imls.gov) , together with a signed IMLS Blog Contributor Authorization and Release (attached).

### **What are the formatting rules?**

- Use MS Word or compatible text document.
- Hyperlinks to on-topic content are encouraged, provided the information contained in these links is not commercial or political in nature.

### **What are the guidelines on content?**

- Posts should be between 300 and 600 words.
- They should be about libraries and museums, including but not limited to
  - success stories,
  - new programs,
  - research,
  - events, and
  - interviews.

### **What are the guidelines on tone?**

The tone of your blog post should be friendly and informal. Remember it’s not a press release. Write in the first person. You’re linking to the details of whatever you’re writing about, so you don’t need to get bogged down in minutia here. Your blog post should be a quick, easy, and engaging piece.

### **What information should I include about myself?**

You may include the following at the end of your blog post:

- a short “about the author” bio;
- your photograph; and
- your organization’s name, email, Web site, and short description.

### **What if I want to include other photography or media content?**

We encourage you to include a photo or other media content with your post. Please provide captions and photo credit. Please be sure to review the “Media Content Submission” section of the IMLS Blog Contributor Authorization and Release before signing.

## IMLS Blog Contributor Authorization and Release

**Blog Post Submission:** I, the undersigned, understand and acknowledge that, by submitting my Work(s) for transmission and display on the UpNext Blog website of the Institute of Museum and Library Services (“IMLS”), I irrevocably release any and all rights in intellectual property that I may hold in the Work(s) and place such Works, in their entirety, into the public domain so that they may be freely copied, republished, and redistributed. “Work(s)” include all textual material, in whatever form or medium, and does not mean any photograph, graphic material, artwork, hyperlink, software, visual and/or audio recording, or any other multimedia content (collectively, “Media Content”) that I may provide to IMLS. I represent and warrant that to the best of my knowledge and belief I am the legal and sole owner of the copyright of said Works.

**Media Content Submission:** I grant to IMLS and anyone authorized by IMLS, the non-exclusive, worldwide, and perpetual right to reproduce, display, perform, transmit, publish, broadcast, or otherwise use any Media Content, in whole or in part, that I may provide to IMLS for use on the UpNext Blog website or any other lawful purpose consistent with IMLS’s mission.

In giving this grant, without fee or limitation whatsoever, and in consideration of the opportunity to participate on the UpNext Blog, I represent and warrant that I have obtained all necessary rights, consents, and permissions to use and sublicense to IMLS to use any Media Content as contemplated herein, in whole or in part, including, but not limited to, any images and recordings of individuals. I agree to release, discharge, and hold harmless IMLS and its employees, from any and all claims, actions, and demands of whatever nature, including, but not limited to, any claims of libel, invasion of privacy, or infringement of copyright or publicity rights, arising out of or in connection with any use of said Media Content and/or any part thereof.

**Interview Authorization:** I consent to the visual and/or audio recording of my statements by IMLS and grant to IMLS, and anyone authorized by IMLS, the non-exclusive, worldwide, and perpetual right to (i) reproduce, display, perform, transmit, publish, broadcast, or otherwise use all or any portion of the statements (the “Interview”) on the UpNext Blog website, the IMLS YouTube website, and/or any other lawful purpose consistent with IMLS’s mission; and (ii) to use my image and name in connection with all uses of the Interview. I agree to release, discharge, and hold harmless IMLS and its employees, from any and all claims, actions, and demands of whatever nature, including, but not limited to, any claims of libel, invasion of privacy, or infringement of copyright or publicity rights, arising out of or in connection with any use of the Interview and/or any part thereof.

I hereby waive any right to inspect or approve the finished product and the use to which it may be applied by IMLS. By executing this Authorization and Release, I acknowledge that I have read and fully understand the contents herein.

\_\_\_\_\_  
Name of Contributor

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature