

Write for *Spotlight* Magazine



Spotlight is the official publication of the American Association of Community Theatre. Published six times a year and distributed to 1,800 organizational and individual members, *Spotlight* is also available to members and non-members for viewing online. The January-February issue is mailed to over 7,200 community theatre contacts. *Spotlight* is available online at aact.org/spotlight

Purpose: *Spotlight* promotes, connects, informs, and provides a platform for a diverse array of voices within the Theatre Community.

Content represents a collection of educational topics as well as the personal stories of those who work, play, live, and breathe theatre. *Spotlight* is positive and motivating. The tone of an article may

take a variety of forms depending on subject matter ranging from satirical, entertaining, inspirational, analytical, informative, and educational. Salacious, hypercritical, or negative content is not accepted.

Guidelines:

- All submissions must be original content to which you own the rights.
- Word Count – Flexible, 600 - 1000 words
- Choose a Great Title: Think about the reader and what they're looking to learn, discover, achieve, or the problem they want to solve, and then write your title to clearly speak to their need.
- Use a Captivating Opening Statement: The opening paragraph should be engaging, telling the reader what they are about to experience and making them want to read on.
- Subheadings – Split up content with relevant subheadings to make it easier for readers to follow the logical flow of ideas.
- Include at least one actionable item: All articles should include one or more questions to prompt the reader to consider the topic in relation to their own situation and/or one or more actionable practical tip(s) that the reader can easily start applying in their theatre work.
- Fact-check your article and provide sources for all your info.
- Images: You are welcome to include photos/graphics with your article - provide high-resolution images and include the source of the image. Include captions and/or an identification of persons in photos, and photographer credit.
- Links to sources and related websites can be included within the article or as a footnote.

Type/Topics of Articles:

- “How To” – share a success story AND describe how others can use your model
- Arts Advocacy – supporting arts on a local, regional, and national level
- Artistic Vision – selecting a season, directorial decisions
- Development – raising funds, branding
- Marketing – selling tickets, social media
- Technical Theatre – state-of-the-art challenges
- Producing - rights, royalties
- Society & Activism - making a difference in the world through theatre
- Other Suggested Topics: Musical Theatre, Educational Programs, Stage Management, Arts Administration, Community, Diversity & Inclusion, International Theatre
- **Create Your Own Topic:** Choose the topic based on your own unique passions, experiences, and area of professional expertise.

How to Submit: Email your article to david@aact.org

Include: Article text with title, images to support your article
 Your bio – brief, 50 words or less
 Your headshot photo - used with the byline
 Link for your website (optional), Links for your social media profiles

AACT reserves the right to:

- Decline articles submitted, without providing reasons. (We are a small team. It is not possible for us to provide feedback on all individual articles. Your understanding is appreciated.)
- Adjust article titles where necessary, to help optimize reader engagement.
- Make basic edits to articles (including but not limited to spelling, grammar, and paragraph/sentence structure for the purpose of improving readability).

AACT Helps Theatres Thrive

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