



ALL MATERIAL MUST BE CONSISTENT WITH THE FOLLOWING STANDARDS:

1. Dedication of CNPS to the preservation of California's native flora.
2. CNPS' mission to increase understanding and appreciation of California's native plants and their natural habitats through science, education, horticulture, advocacy and land stewardship.
3. CNPS policies as they relate to the content of the material being presented.
4. As a non-profit organization, CNPS may promote CNPS products, Chapter plant sales, Chapter native plant gardens and Chapter nurseries, but should be careful about promoting one commercial native plant nursery or business associated with native plants over others in the same geographic area, either intentionally or unintentionally. For example: a commercial nursery could take over a blog site or part of the horticulture website by constant input always tied to their name, location, hours and contact info. NOTE: Linking to a list of all known native plant nurseries in the State instead of including such information on each submission of material should be sufficient in that case.
5. Articles submitted cannot in any way encourage the use of non-native species that have known invasive characteristics.
6. Common rules of courtesy and clarity, facts rather than opinions, solutions and insights rather than insults.

INSTRUCTIONS TO CONTRIBUTORS

Members of the California Native Plant Society and others are welcome to submit articles, book reviews, and/or photographs for publication on the CNPS Horticulture / Growing Natives website, blog, or e-newsletter. All materials submitted should be consistent with the CNPS mission for the program, which is to promote, support and encourage the appropriate horticultural use of California Native plants in gardens and landscapes including private homes, public spaces and commercial properties. The CNPS Horticulture Program envisions a California where native plants are widely propagated and distributed, and routinely incorporated into public and private landscapes.

Consider that the primary audience for the Native Gardens program includes people interested in growing California native plants in their own gardens for the various personal and ecological benefits they bring. Your audience will include people with varied educational and cultural backgrounds, and it is **very** important that all articles be approachable to as broad an audience as possible. The goal of the CNPS Horticulture / Growing Natives program is to spread correct, unbiased information about growing native plants, and if our audience doesn't read an article because it is too dry, the valuable information contained within isn't distributed or dispersed.

Some helpful ideas: partition some information into sidebars, use examples where people interact with plants and environments, tell stories to get a point across, summarize data into small but potent packages, and, use great photographs or other images.

If your article is editorial in nature, it should include reference to such in its title or opening statement. Acceptance will be based on suitability. Articles of a highly technical nature may not be suitable for publication in our e-newsletter or on the blog site, but may be accepted for publication on the website.

Submission Guidelines:

Articles should be submitted electronically in a MS Word file to the following e-mail address: cnps-horticulture-review-sub-committee@googlegroups.com.

Your submission heading must include the following information in order to be accepted for review:

Submission Heading:

Your Full Name

Occupation

Brief Summary of Experience in the Subject Area

A head shot photo of yourself

Subject heading for the article (select from list below)

Preferred contact phone number and e-mail (if different from that used for submission).

Examples of Typical Subject Headings:

Any subject on growing native plants that might be of interest to native plant gardening enthusiasts! Below are some suggested topics:

1. Benefits of Growing Natives –
 - a. Water conservation studies or suggestions
 - b. Relationship to overall ecology
 - c. Home gardens as wildlife habitat
2. How to grow native plants in home or commercial gardens
 - a. Various topics related to installation, care and maintenance of native plant gardens
 - b. How to achieve success – best planting combinations – region specific
 - c. Sample Garden Designs (see format on our site)
 - d. Gardening Tips
3. Invasive pests and weeds
 - a. Articles related to the link between non-native infestations in wild land areas to the use of non-natives in home landscapes
 - b. Topics on managing pests in home gardens in an ecologically responsible manner.
4. Problems / solutions for commercial landscaping with natives
5. Horticultural Science
 - a. Articles related to successful propagation methods
 - b. Successful restoration strategies for disturbed sites

Text/Formatting Guidelines:

- Please submit electronic file in Times New Roman, 12 point font. Length of submission should not exceed 4,000 words.
- All electronic images should include photo credits and captions, and should consist of high resolution digital quality.
- Photos submitted should be consisted with the article content, and include appropriate photo credits, names of location and species represented.
- Finally, please submit a brief statement (one phrase or sentence) about the contributor(s) and a 50-80 word blurb for a web-linked article introduction.
- Please feel free to contact *THE CNPS REVIEW COMMITTEE* by e-mail @ cnps-horticulture-review-sub-committee@googlegroups.com for further information, or to inquire if an article is suitable for publication.

Style References:

General: Chicago Manual of Style

Plant Names: *The Jepson Manual* latest edition (unless otherwise stated); include common and scientific names. Sidebars or tables may be used for common and scientific name reference.

Plant Name Authorities: R. K. Burmmit and C. E. Powell. 1992. Authors of Plant Names. Royal Botanic Gardens, Kew **OR** as they appear in *The Jepson Manual*.

References: Limit to 6-12 references; cite in MS as "(Author DATE)" or "Author (DATE)"

Production Flow Sheet:

Your submission will be:

1. Accepted and routed through the review process and either:
 - a. Returned to you for requested changes before being accepted,
 - b. Not accepted due to inappropriate content or insufficient space, or
 - c. Published without additional changes from you.
2. If accepted without additional changes requested, the review committee will advise you of the anticipated web post date and/or the e-newsletter release date.