

# The Percy Grainger Society

## The Grainger Blog – Notes for Contributors

We are a world-wide nonprofit membership community, based at the Percy Grainger Home and Studio in White Plains, New York, but interested in all things Grainger. As Malcolm Gillies wrote in the introduction to *Self Portrait of Percy Grainger*, “Few musicians have lived their lives with as intriguing a symmetry of Percy Grainger.” We agree. We hope you will add your voice to the ever-changing discussion.

### Our Audience

According to google analytics, our website gets about 700 hits per month. Most visitors look at the blog and remain there for a time. Our readership consists mainly of musicians, students, history buffs, and those who are impressed with Grainger’s music, creativity and unique life. To help picture our audience a little better please look over our current blog entries. Keep in mind that most posts are written by past and present board members who are long familiar with Percy Grainger’s life and music. Don’t be intimidated, your voice is important, too.

### Article Length & Images

Most post are about 1,000 word, but we are flexible. If your thoughts exceed this word limit, we invite you to submit an article for consideration for inclusion in [The Grainger Journal](#).

We aim for general interest articles, high-quality, and written from an original viewpoint, offering a clear focus with supporting anecdotes or evidence. We edit articles (for example, spelling or grammatical errors) but you have the final word on content. We have added logos, bylines, ads, images, to articles for clarity and completeness. Our style is conversational, relatable, but authoritative. We try to avoid posts that are too narrow, jargon-heavy, or too technical.

Please provide images with your submission! You must own the images, or they must be copyright free. The images should reflect or relate to the content of the article. The final use of images will be at our discretion. We can often provide images of Percy Grainger himself.

### Backlinks

If you’re submitting content purely for SEO keyword backlinks, or if you’re getting paid for your post we would rather you not submit. Posts that are deemed to be submitted for payment or for the primary purpose of generating SEO backlinks for specific keywords or keyword phrases will not be published or keyword links will be removed prior to publishing. You may include general interest, informative links in the body of text and a link to your own blog or website in a brief author bio (usually we use 2-3 sentences). The links must also be relevant to the audience here. No affiliate links may be included anywhere in a guest contribution.

## **We Suggest**

- Make it clear in the article introduction what value the reader will get from the article.
- Have a clear point that is woven throughout the article.
- Refer to other authorities wherever possible. For each point made, ask yourself “can this point be made by quoting or citing an authority?”
- Posts that include data, quotes or references should be accurately attributed to the source.
- You can also reference the work of your organization – but we won’t publish posts that are clearly too salesy or promotional.
- Create content that’s approachable for both experts and beginners.
- Avoid clichés and speaking in absolutes.
- Write in American English (set your spell check accordingly).
- Never use gendered language for hypothetical persons. Always use “they” instead of “he” or “she” for these cases.
- Watch your language and grammar.

## **Next Steps and Submission**

How does all this work? If you have an idea, draft, or even final copy of something that you are certain the PGA community needs to read, send a note to [anne@percygrainger.org](mailto:anne@percygrainger.org). Please also provide a short bio (30 words max) including your job title/role/profession, social media handles, and links to your website. Please note we will edit bylines and remove links if they’re considered inappropriate.

We’ll read your email, check out your idea or article, and make a decision as quickly as we can. It usually takes us 1–2 weeks to review and approve pieces. If we think that your concept or post is great, we’ll respond and move forward. We’ll let you know when you can expect it to run or what edits we may need from you.

## **(Not So) Fine Print**

Please share a link to the original post on the to your social channels. (We cannot allow you to republish your ENTIRE guest post to your company blog, LinkedIn, Facebook or other sites afterwards due to the risk of a Google duplicate content penalty.)

We are not obligated to publish your post; all blog posts must pass our editorial standards to qualify for publication. If your post is rejected, you are free to submit a new one.

The Percy Grainger Society does not pay any kind of fee for guest blogging.