

Guidelines for Guest Blog Posts

Emily Plishner, August 1, 2015

www.coonhoundcompanions.com/long-ears-blog

purpose of the Long Ears Blog:

- entertainment;
- a place to support our view that coonhounds and foxhounds make great pets
- a source of information for people who love coonhounds

audience:

- owners of pet coonhounds and foxhounds;
- people working at shelters and rescues, including foster families, who need more information about the breeds and how to
 - identify
 - evaluate,
 - handle, and
 - train them;
- potential adopters of hounds as pets
- breeders considering whether to sell a pup to a pet home

suitable topics

- helpful information about breed characteristics, including
 - typical personality traits
 - pitfalls of pet hound ownership
 - stories illustrating hunting traits selectively bred for and how they manifest in home environments
- hounds in history
 - art
 - literature
 - popular culture
- stories about hounds you've had first hand relationships with
- health/veterinary issues (breed specific)
- stories about hazards specific to hounds in the home environment
- fun things you've done with your hound(s)
- coonhound and foxhound related organizations
- information about books, videos, magazines, tv shows, websites and other hound resources
- how you found your hound/fell in love with the breed(s)
- charming anecdotes about hound behavior in pet homes
- opinions about hounds

- tributes to great pet hounds
- history of the breeds and specific hound dogs

topics to avoid:

- product promotions (yes we plug our own materials, and make occasional exceptions, but ask first)
- dry general instructions (inject some humor and/or specific case descriptions);
- speculative backstories for rescued hounds
- information that is common to all dog breeds
- overwhelmingly negative/upsetting stories
- stories slamming hunters in general
- stories slamming animal rights people in general
- stories slamming shelters in general
- stories slamming breeders in general
- stories depicting hounds as bloodthirsty killers

writing style

- quirky and full of personality/voice
- specific, rather than theoretical
- easy reading, rather than formal
- opinionated
- Length proportional to topic, but must be able to hold readers' attention; we will consider serializing longer pieces. If you're not a natural writer, we can edit and organize it, making it more fun to read. just give us the facts and tell the story in your own words. we'll do the rest.
- Pictures, charts, and other visual aids liven things up; audio files also welcome.
- Get to the point. This is not the place for shaggy dog stories.
- Stay on topic--we don't want long stories about the other dogs you've had unless it's about how they interact with your hounds.
- check facts, web links, etc. We will do some basic copyediting, but you are responsible for getting the links right, getting names spelled right, etc..

byline

- All guest blogs should be signed by the author or organization submitting them.
- A short bio is always welcome

disclaimer

- We will append our standard disclaimer to all guest blogs:
"The opinions expressed in this guest blog are those of the author and are not necessarily endorsed by Coonhound and Foxhound Companions."