



KEYNOTES ARTICLE OR POST - SUBMISSION PROTOCOL

KEYNOTES

KeyNotes is the online publication of Lambda Alpha International and contains articles written by the members, leadership of LAI and land economics community around the globe.

Publishing *KeyNotes* posts, whether articles, meeting overviews, awards / recognition or other industry events is an excellent vehicle to share accomplishments and success stories within the global LAI community.

KEYNOTES POST SUGGESTIONS

Content for *KeyNotes* posts consist of land-economics topics and directly relate to a LAI member, chapter, or a global LAI event.

Chapter meeting synopses are perfect for *KeyNotes* posts as well as articles written by a LAI member or honoring a member.

Personal or business travel that ties in land economics within images and copy are interesting *KeyNotes* posts.

Peruse past *KeyNotes* posts for inspiration on crafting a unique post.

Articles of any length are accepted, though long articles may be best broken into a series. Multi-media material such as ppt, charts, video, links to other material, etc. are often integral to substantiating post content.

Submission Steps:

1. Include a post headline for the story. Examples below.
2. Provide a public domain (free to use without fee) photo relevant to the article for *KeyNotes* home page. If photo is by a colleague, provide a credit. (i.e., Photo of X courtesy of John Smith). Minimum dimensions for image: 720 pixels wide – 540 pixels high.

Provide a photo of the author or LAI member featured along with a short bio.

If the article is written by someone other than an LAI member, include author name and professional affiliation. Provide names and or photo of the Chapter member(s) featured.

Third-party article links must be on a public website with no registration required to view the article.

3. Include a two to three sentence post overview to entice a click to the complete post.

4. Email the *KeyNotes*-post draft to lai@lai.org

The LAI Publications Committee will review and follow up with questions or requests for additional information. Once in the stated format and approved, LAI Admin will publish the post.

Any questions? Contact LAI at lai@lai.org.

EXAMPLES OF KEYNOTES HOME PAGE STORIES



Rental Assistance Demonstration ("RAD") Program

A look at RAD's impact on public housing in Maryland and the greater U.S.

[Read more >](#)



ON THE BRINK OF A BOOM Thousands of new homes, surge of retail expected in Southeast Austin

Austin chapter members Doug Launius and Karl Koebel interviewed for an article in the Austin American Statesman.

[Read more >](#)



Economic Incentives for Development in Low-Income Neighborhoods

Bill Struever, Baltimore's most prolific, intrepid and accomplished urban developer, spoke to the Baltimore LAI Chapter's monthly luncheon about economic incentives and their impact on development efforts within challenging neighborhoods.

[Read more >](#)

EXAMPLE OF KEYNOTES eBLAST



Residential Real Estate Update for the Baltimore Market

What's trending in Baltimore - rentals or home ownership? Two leading developers had the answers at a recent Baltimore Chapter event. Get the whole story in KeyNotes and view the presentation slides.

[Read more](#)



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