



# BLOG SUBMISSION GUIDELINES

[LiveWellSD.org/news](http://LiveWellSD.org/news)

Inspiring stories of success for a **healthy**, **safe** and **thriving** San Diego County

## Who:

All *Live Well San Diego* Recognized Partners and County of San Diego program staff are invited to submit a success story for the blog and monthly newsletter.

## What:

The *Live Well San Diego* blog is a place for Recognized Partners to share success stories with the San Diego County community and abroad. Partners can share success stories about community actions, programs, initiatives or events that have helped San Diego County residents be healthy, safe, and thrive.

Blog stories are then collected and shared in the *Live Well San Diego* monthly newsletter which is distributed to more than **14,000 readers** and shared on *Live Well San Diego* social media channels.

## General Guidelines/Tips:

### Article submissions should include:

- Contact name and email/phone number
- Author name and title
- Photographs related to the submission
- The Basics: Who, What, When, Where, Why & How
- **Use personal stories, quotes and data to show impact**
- Include at least one result/outcome - Data measured, personal story, policy change, new program

## Next Steps:

- Ensure you have obtained consent for any photos and quotes that will be submitted. An example form is on the back.
- Email your story, photos and media release form to [LiveWellCommunications@sdcounty.ca.gov](mailto:LiveWellCommunications@sdcounty.ca.gov)

## Stay in Touch

Follow, like and engage with thousands of *Live Well San Diego* followers on social media using **#LiveWellSD**



## Why:

### Benefits of submitting a success story include:

- Gain exposure for the work you are doing to advance the vision
- Connect your organization to people who may benefit from your services and opportunities
- Share how a collaboration you created led to a big impact
- Help other organizations learn best practices from your successes
- Get your organization highlighted in the *Live Well San Diego* Annual Impact Report
- Highlight any collaborations or partnerships
- An ask: Let the readers know what they can do to help - learn more, volunteer, sign-up, visit website, attend an event, etc.
- There is no set rule on the length of a blog post, but average posts range from 350–500 words
- Use short sentences and paragraphs

**PHOTOGRAPH, TELEVISION, VIDEOTAPE,  
MOVIE AND/OR SOUND RECORDING  
AUTHORIZATION AND RELEASE**

I, \_\_\_\_\_  
(Person appearing in photograph)

of \_\_\_\_\_  
(Email Address or Phone)

---

hereby authorize and consent that the County of San Diego (“County”) or any of their assignees and agents shall have the absolute right to publish, use, or assign any and all photographic portraits or pictures, television spots, movie films, videotapes, and/or sound recordings, or any part thereof, they have taken or made of me or in which I or my child may be included in whole or in part.

I also grant permission to allow these images and/or recordings to be put to legitimate use at the discretion of the County or their assignees and agents. I relinquish all rights, title, or interest to any finished products, reproductions, or facsimiles.

I grant use and right to exhibit such pictures and recordings (originals or copies) and facsimile thereof, to the County or their assignees and agents.

I hereby waive any right that I may have to inspect and/or approve the finished product or the advertising copy that may be used in connection therewith or the use to which it may be applied.

I release the County or their assignees and agents from any and all claims, liability or obligation. I shall not own or claim any rights to such products nor to any portion thereof, and I waive all claims for any compensation for such use or for damages.

Date: \_\_\_\_\_

Signature: \_\_\_\_\_  
(Person appearing in photograph)

Parent’s Signature: \_\_\_\_\_  
(If minor is photographed)

**Project: Live Well San Diego**



**AUTORIZACIÓN Y DESCARGO  
PARA GRABACIÓN POR FOTOGRAFÍA, TELEVISIÓN,  
PELÍCULA, VIDEOCINTA, Y/O DE GRABACIÓN SONORA**

Yo, \_\_\_\_\_  
(Persona apareciendo en la foto o grabación)

de \_\_\_\_\_  
(dirección de correo electrónico o número de teléfono)

---

Por este medio, autorizo y consiento que el Condado de San Diego (“Condado”) o cualquiera de sus cesionarios y agentes tendrán el derecho absoluto de la publicación, uso o asignar cualquier y cada retrato o fotografía, imagen por televisión, película y/o grabaciones sonoras o de videocinta o de cualquier porción de ellos que han tomado de mi o en donde yo o mi hijo sería incluido por imagen parcial o total.

También doy permiso para permitir que estas imágenes y/o grabaciones sean usadas por el Condado para usos legítimos por la discreción del Condado o de cualquiera de sus agentes y asignados. Yo renuncio a todos los derechos, títulos o intereses de cualquier tipo de cualquier producto completo, reproducciones o facsímiles.

Doy permiso para el uso y el derecho de exhibir estas imágenes y grabaciones (originales o copias) y facsímiles de ellos al Condado o de cualquiera de sus agentes y asignados.

Por este medio, renuncio a cualquier derecho que yo tendría para inspeccionar y/o aprobar el producto completo o material para publicidad que se usará en conexión con ellos o para el uso que se aplicará.

Renuncio al Condado o de cualquiera de sus agentes y asignados cada reclamación, responsabilidad o obligación. Yo no soy dueño y no reclamaré derechos de estos productos ni a cualquier porción de ellos y yo renunciaré cada reclamación para recompensa para tal uso o para daños.

Fecha: \_\_\_\_\_

Firma: \_\_\_\_\_  
(Persona apareciendo en la foto o grabación)

Firma de Padre: \_\_\_\_\_  
(Persona retratada o grabada es menor de 18 años de edad)

**Proyecto: Live Well San Diego**

