

# Guidelines for authors

## Virginia Town & City Corporate Page

THE CORPORATE PAGE is an article published monthly (except October) in the Virginia Municipal League's *Virginia Town & City* magazine. The article features a different VML sustaining member each month. There is no charge for the article. This is a member benefit available only to sustaining members.



### Why a Corporate Page?

The Corporate Page provides information to elected and appointed local government officials about the services and benefits offered by VML's sustaining members. Corporate Page articles provide valuable information to local government leaders about successful projects or innovative services for Virginia's cities, towns and counties. The article is also a unique marketing tool for VML sustaining members, placing their success stories directly in the hands of thousands of key local government decision makers: mayors and board chairs, council members and supervisors, managers, attorneys and municipal and county department heads and other staff.

### Article and image specifications

Articles are printed in black & white. Each article consists of 500 words of text, plus a high-resolution image (PDF, TIFF or JPG image of at least 300 dpi). Articles should be Microsoft Word documents, without extensive formatting. Times New Roman font in 12-point type, single-spaced, is recommended. The photo should be saved separately from the article (do not embed photos in your Microsoft Word document.)

Successful images have been photos of a client's project, such as a school, public building, park, road project, water or wastewater system, town square, etc. People can be included in the image (but no "head shots" please). Companies that provide services can show a photo of the project that resulted from their assistance: a project or building they helped plan, finance, litigate, or sell, for example. Site plans or similar schematics can be used instead of photos. Please provide a caption for your image.

The article and accompanying image is due on the first day of the month prior to publication. For example, an article scheduled to run in the April issue is due on March 1.



### Prison results in host of upgraded services to Pocahontas region

**WHEN IS A state prison a good thing?** When it creates jobs, results in road improvements and provides access to safe, treated water. In addition to meeting state public safety needs, that's just what the new Pocahontas State Correctional Center did for the small town of Pocahontas and the surrounding area of Tazewell County.

State and local agencies collaborated on the nearly \$80 million project that benefited the Pocahontas community by providing services for a number of local needs. Building the prison, located on an abandoned road surface once in the rugged mountains of Southwest Virginia, presented significant challenges in design, planning and construction.

The Level 3 medium security facility opened in September. It houses just over 1,000 inmates and has brought nearly 350 more jobs to an area that historically struggled to diversify its economy. The development of the prison involved coordination between the Virginia Department of Corrections, the Virginia Department of Transportation, the Tazewell County Public Engineer, Architects, Planners and Surveyors, provided critical civil site design. This included both early and final site package, structural design, surveying, architectural design for buildings located outside the security fence and building and construction administration services to Ministry Architects of Richmond for the prison complex. On-site construction was provided by Balboa Baum; English Construction, Tazewell County.

...to the prison, the project included construction of an access road, state Route 696 and a wastewater treatment plant.

...mental complementary project — a prison access road, a new 0.5 MGD regional wastewater treatment plant, and development of state Route 696. All three were integral parts from the inception of the project and in preliminary planning.

Building the prison access road was critical to keeping construction on schedule from the very beginning, especially to allow pre-cast concrete cells to be delivered on time. This required careful scheduling so that prison construction could coincide with the transportation development.

In addition to providing sewer service to the new prison, a new waste-

...were treatment plant was needed to correct violation of state water pollution laws in the nearby Town of Pocahontas. The future wastewater needs of several surrounding small rural communities also needed attention.

Finally, development of State Route 696 was an essential solution to the problem of prisoner transport. The existing access, winding road repeatedly crossed the state line with West Virginia. The new road serves the prison and residents by providing a shorter, direct route while keeping prisoner transport within the state. The needs of the community were met while providing solutions to transportation of several state and local agencies. Where an abandoned roadway once languished, a robust economic development project is operational and significantly contributing to revitalization in Southwest Virginia.

**Client contact:** James H. Spencer, executive director, Virginia Department of Corrections, Tazewell County Administrator, 216-968-2243, jim\_spencer@dmva.gov

**Company contact:** James C. Thompson, chairman, Thompson & Linton, 216-968-7821, jthompson@tandl.com or Charles Sauer, director of sales, charles@tandl.com. Thompson & Linton is a VML sustaining member and is a Virginia SWAM Certified Small Business. It has federal HUB-Zone certification. Headquarters in Whit, Va. since 1966, T&L has offices in Tazewell, Clarkwood and Radford, and in Bristol, Tenn. It provides architectural design, planning and surveying services. It is a Class A contractor. For more information, visit www.T&L.com.



## Preparing your Corporate Page

The article should describe a project and its benefits to a local government and the community at large. The article is not an advertisement, firm history, statement of qualifications or a resume. Instead, focus on how your firm helped your local government client meet a community need, save money, stay within budget, finish on time, or resolve a problem, i.e. crime rates, traffic congestion, meeting environmental permit limits. Successful articles start by describing the community need, problem or issue, then go on to explain how the consultant solved the problem or resolved the situation. Articles should focus on Virginia local government clients and projects, because that is the magazine's primary audience.

It is important to quantify your success (How much under budget? How many customers? ), and to explain how this helps people. Try not to be too technical: only a few members of your audience will be architects, engineers or lawyers. You may want to note that a project will “triple water plant capacity,” and that the expansion “will meet regional water demand for the next 30 years,” for example, instead of saying that “plant capacity will increase by 30 cfs.”

Finally, if necessary, VML staff will help you edit your article to stay within the 500 word limit and showcase your firm in its best light. We can also help you develop a descriptive headline.

## Client approval

**You must clear your article with your client prior to submission.** Include a client contact (name, title, phone number or e-mail) for inclusion at the end of your article. Also include a name and contact information for someone at your firm (firm owners or principals, project managers or marketing directors are often used), plus your Web address and a short description – 25 words or less – of your firm's local government services.

## Get more mileage from your Corporate Page

Once your article is published, feel free to reproduce copies from the magazine to take to trade shows, leave with a client, or use in a proposal. VML is grateful for the support of our many sustaining members. The private sector continues to provide local governments in Virginia with excellent professional services. VML is pleased to offer these Corporate Pages as a way to share the many success stories that firms such as yours have to tell.

Sustaining members often choose to run advertisements in *Virginia Town & City* in conjunction with their articles.

## Schedule your Corporate Page

To schedule your Corporate Page or to find out more about advertising in *Virginia Town & City*, contact Kimberly Pollard at [kpollard@vml.org](mailto:kpollard@vml.org) or call her at (804) 523-8528.