



ABOUT CMG BLOG

[\(blog.colormarketing.org\)](http://blog.colormarketing.org)

What is the purpose of having a CMG blog?

The CMG blog is a PR vehicle for CMG and CMG members. It offers CMG members the opportunity to promote their products, ideas and services, and allows CMG to showcase the value of being a member.

How will the blog allow us to promote current members?

CMG members are involved with exciting and innovative projects. CMG's blog gives you the opportunity to share what you are involved in and to provide up-to-date information to other color professionals around the world.

How will the blog help us to gain new members?

Professionals interested in color marketing will see the collective breadth and depth of color knowledge and expertise held by CMG members and we hope that this will encourage them to be a part of the group.

Is this for CMG members only or can anyone read the blog?

Anyone with access to the Internet may read the blog. This is a public blog and our hope is that it becomes a resource for anyone interested in what is happening in the world of color.

Can anyone leave comments on the blog posts?

Yes, the comments are open for everyone and we hope members and non-members will leave comments. This kind of interaction will stimulate meaningful discussion on color and add to the value of the blog. Blog postings, however, are reserved for CMG members.

What about comment spam or profanity?

Our system has been set up to automatically filter out what appears to be spam or any comments not rated 'G' and place them on hold for the CMG administrator to review. This should take care of 99.9% of spam or unwanted comments, but if any slip by the CMG administrator will delete them as soon as they are discovered.

What if someone leaves an unpleasant, unkind or nasty comment about a member or member company?

While it is unlikely, there always is that possibility and at the discretion of the CMG administrator those comments can be deleted.

Will items not related to CMG or our members be included?

We will regularly include items that we believe CMG members or our blog readers would find interesting or fun, just as we have been doing with our weekly newsletter, "*Found*". The essence of the CMG blog will be about color and design.

Will the Found newsletter go away?

No, for the time being we will continue to deliver "*Found*" to your email box each week and we will also post the same information on the blog.

I'm a current CMG member. Why hasn't my event or article been mentioned?

While we might include something you are involved with even if you don't submit it, we would prefer that you send relevant information to the blog administrator. That way it won't be missed. Please allow a minimum of 5 business days for your information to be posted.

How do I get myself or my company blogged about?

If you or your company are doing something related to color that meets the blog guidelines then we want to share it on the CMG blog. Write up a description that you think best captures what you wish to share and submit via email to sgriffis@colormarketing.org.

I'd like to include an image or graphic with what is posted. How do I do that?

When you submit your information include the images as an attachment. Our blog software (Wordpress) accepts three common file types for images and graphics. The end of a filename (called the extension) tells what type it is.

- jpg is good for photographs.
- gif can be poor for photographs. It's better for line art, like logos, with solid areas of the same color.
- png is for both photographs and line art. It compresses photos without losing detail, but usually makes larger photo files than JPEGs. Some older browsers don't completely support png, though.

How long will it take for my item to appear on the blog?

We will endeavor to have your item appear as soon as possible, however it may take up to 5 business days. For information that is time-sensitive please submit in advance. We cannot guarantee to post information in less time.

What types of information can I submit to be posted?

We want to know if:

- you are speaking at an upcoming conference or event
- a book you authored is available for purchase
- an article you wrote has been published
- you were quoted in the media
- you are going to be appearing or have just appeared on television or radio
- a color class you are teaching is scheduled
- your company has developed an innovative color technology
- you have been hired/promoted
- you want to share color information that others would be interested in
- information on CMG meetings, conferences or events

How often can I submit information?

CMG members are encouraged to regularly submit information.

I'm a former CMG member may I post to the blog?

Blog postings are reserved for CMG members. Former members and non members may leave comments on the blog.

Can my company pay you to write a post promoting their product or service?

Editorial and advertising need to remain independent therefore we will not accept paid postings. In the future, however, there may be opportunities to advertise on, or sponsor the blog.

How do I get my blog listed on the sidebar?

This benefit is unique to CMG members. If you have an active blog that focuses on color please submit the blog name and URL via email to

sgriffis@colormarketing.org for consideration. Let us know if it is an independent blog or a corporate blog and your role (owner, editor, author).

What if I have a blog but it isn't primarily about color or design?

CMG's blog will remain focused on color and design. We will be unable to link to blogs that are concerned with other topics or are primarily personal blogs.

How do I get my company listed on the sidebar?

We are currently working to add all current CMG members to the Blog sidebar. Thank you for your patience while we complete this task.

How do I get my blog or company name moved to the top of the list?

Our blog software sorts the links automatically in alphabetical order so we are unable to change the order.

If you have any additional questions please contact the blog administrator, Sharon Griffis (sgriffis@colormarketing.org) on 703.647.4730.

