



RollingStone | CULTURE COUNCIL

Publishing with Rolling Stone Culture Council

Everything you need to know to get published on [RollingStone.com](https://www.rollingstone.com)

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- + conciierge@rollingstonecouncil.com

Role of the Editors

- Collaborate with you to make your content the best it can possibly be
- Develop your story ideas through 1-on-1 feedback
- Ensure content meets publishing guidelines AND resonates with readers

Why Publish?

BUILD VISIBILITY & CREDIBILITY

Membership badges

Author page on RollingStone.com

SHOWCASE YOUR EXPERTISE

When potential customers, hires, and investors google you

Why Publish?

CREATE EVERGREEN CONTENT

Personal branding

Hiring & onboarding

Company site, white papers, etc.

Sales & marketing collateral

Investors, board, potential partners

Social proof

Using the Website

Log in at council.rollingstone.com/app

Here, you can...

- Submit new articles
- Respond to editor feedback/ask questions
- See current article status
- See your published content
- Review guidelines
- Answer Expert Panels



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Expert Panels

Articles

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More



Create an Article

Take the first step to getting published

Compose a new article, receive feedback from our professional editors and get published. Before beginning, [review our guidelines](#) and [watch a video](#) on how to write great content.

Create New Article

Content Guidelines

Before our editors can get to work, your content must meet some basic guidelines. Familiarize yourself with them to ensure success in your article publishing.

Read Guidelines



Your Byline

Article attribution

Your byline appears along side every published article you write. Make sure it is up to date and accurately reflects your title and company.

You haven't added your byline yet.

+ Add



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Content Guidelines

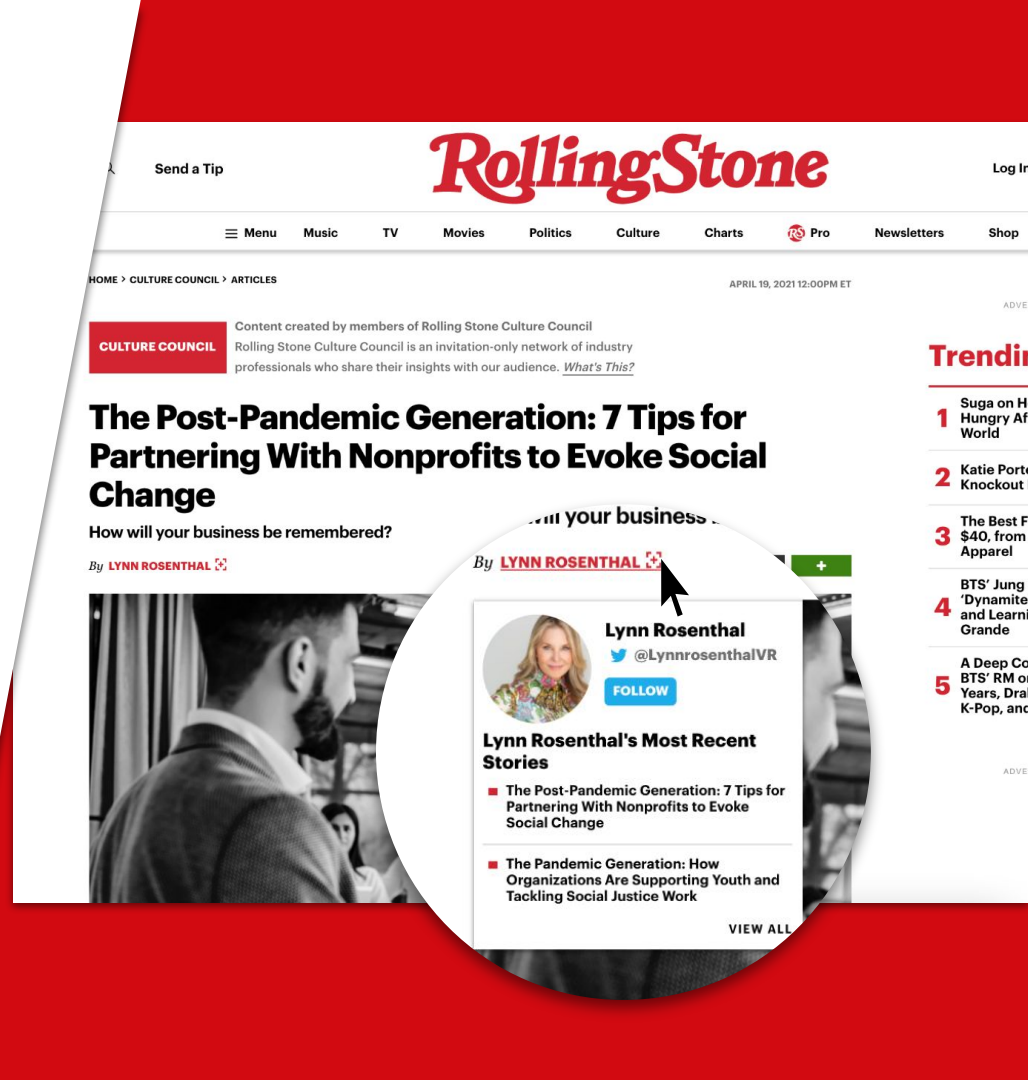
Before our editors can get to work, your content must meet some basic guidelines. Familiarize yourself with them to ensure success in your article publishing.

Read Guidelines



Publishing Content

Create and publish first-person expert articles on RollingStone.com that showcase YOUR unique expertise as a leader.





Lynn Rosenthal

Founder and CEO

Periscope

Los Angeles Area



Member Since 2020

Lynn Rosenthal uses every available tool to inform, inspire, entertain and empower global audiences. As CEO and Founder of Periscope, Inc., a first-of-its kind Virtual Reality/Augmented Reality/Mixed Reality experience co- [See more >](#)

SKILLS

Virtual Reality, Women In Leadership, Future of Retail

RECENT CONTENT

MAY 4TH, 2021

Seven Ways Business Leaders Can Boost Transparency With Their Customers

As consumer trust in corporations wanes, it's up to culture businesses to lead the way in authenticity and transparency.

APRIL 19TH, 2021

The Post-Pandemic Generation: How to Evoke Real Social Change by Partnering With Nonprofits

How will your business be remembered?

APRIL 8TH, 2021

Entrepreneurs: 12 Tips to Improve Collaboration and Move Your Business Forward

Don't let the silos of your day-to-day work hinder your ability to collaborate as a team.

FEBRUARY 26TH, 2021

The Pandemic Generation: How Organizations Are Supporting Youth and Tackling Social Justice Work

These examples show that high-profile organizations are taking a stand and working to effect real change.

[See all content >](#)

An executive profile and a dedicated author page

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Lynn Rosenthal

Founder & CEO of Periscope, an immersive and interactive entertainment company focused on location-based virtual reality experiences. Read Lynn Rosenthal's executive profile here.

Trending

- 1 Suga on How BTS Stay Hungry After Conquering the World
- 2 Katie Porter Delivers Another Knockout Punch
- 3 The Best Fitness Gear Under \$40, from Earbuds to Apparel
- 4 BTS' Jung Kook on 'Dynamite,' Loving ARMY, and Learning From Ariana Grande
- 5 A Deep Conversation with BTS' RM on His Group's Early Years, Drake, Whether BTS is K-Pop, and More

ARTICLES

The Post-Pandemic Generation: 7 Tips for Partnering With Nonprofits to Evoke Social Change

How will your business be remembered?

BY LYNN ROSENTHAL

ARTICLES

The Pandemic Generation: How Organizations Are Supporting Youth and Tackling Social Justice Work

These examples show that high-profile organizations are taking a stand and working to effect real change.

BY LYNN ROSENTHAL

Rolling Stone - Music, Film, TV x +


rollingstone.com

Guest

RollingStone Menu Read Next Cameron Crowe Expands 'Almost Famous' Soundtrack in New 'Incendiary' Box Set


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CONTENT BY RS CULTURE COUNCIL [What's This?](#)




My Top 5 Strategies for Building Out Your Speaking Calendar with Post-Pandemic Opportunities

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Tips on How to Approach Celebrity Investments for Your Startup

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Help Your Business Stand Out With These 10 Short-Form Video Content Strategies

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My Tips for Non-Alcoholic Beverage Brands as Market Demand Accelerates

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MUSIC NEWS

How to Buy Collector's Edition Box Set of BTS Covers Online

MUSIC NEWS

The Tragically Hip Unearth Surprise "New" Album

MUSIC FEATURES

RollingStone

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- Features
- Videos

Politics

- Features
- News
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- Pictures
- Videos

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- Music Biz Features
- Music Biz Lists
- Music Biz News

Charts

- Top 100 Songs
- Top 200 Albums
- Artists 500
- Trending 25
- Breakthrough 25

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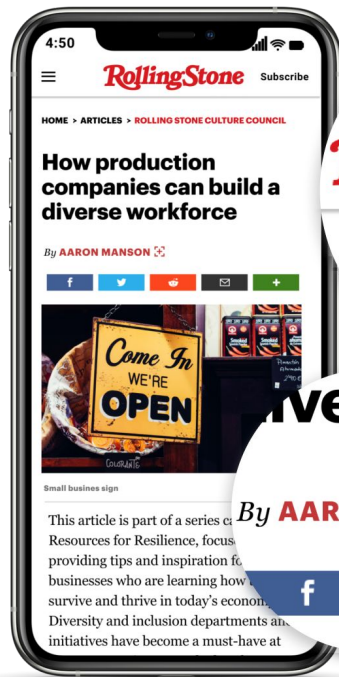
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ES > ROLLING STONE CULTURE

By AARON MANSON



CATEGORY: CULTURE COUNCIL

Content created by members of Rolling Stone Culture Council
Rolling Stone Culture Council is an invitation-only network of industry professionals who share their insights with our audience. [Join the List](#)



CULTURE COUNCIL

My Top 5 Strategies for Building Out Your Speaking Calendar with Post-Pandemic Opportunities

To stay ahead of the curve, start building out your speaking calendar today.

By VICTORIA KENNEDY



CULTURE COUNCIL

Tips on How to Approach Celebrity Investments for Your Startup

It's your job to maximize the value of your celebrity partners.

By JAMES BEECHER

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EPIC PANEL



CULTURE COUNCIL

Help Your Business Stand Out With These 10 Short-Form Video Content Strategies

Stories, Reels and TikTok jobs can be great ways to connect with your audience and highlight your brand.

By ROLLING STONE CULTURE COUNCIL

RollingStone
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Get inside the world of music, culture and entertainment

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SIGN UP



CULTURE COUNCIL

My Tips for Non-Alcoholic Beverage Brands as Market Demand Accelerates

Part of the better-for-you beverage space, non-alcoholic beer is skyrocketing in popularity.

By DONNA S. GOSLEY

Trending

- 1 BTS 'V' on His Upcoming Mixtape, His Love of 'The Godfather', and Being a 'Secret Member'
- 2 Suga on How BTS Stay Hungry After Conquering the World
- 3 Katta Porter Delves Another Knockout Punch
- 4 The Tragically Hip Unearth Surprise 'New' Album 'Skekdolphia'
- 5 'We've Seen This Before': Margaret Atwood on 'The Handmaid's Tale' and How History Repeats Itself

60

EDITORS' PICKS

MUSIC LISTEN

The 10 Greatest Book Moments of All Time

POLITICAL COMMENTARY

The Lying of America

MUSIC FEATURE

The Beatles Breakup: And Why That Means We'll Never See Paul McCartney Again

Choosing Your Topic

The best articles educate readers and help them solve a problem. They offer a fresh take based on your firsthand experience.

Ask yourself: “**What can I teach or share with my readers that no one else can?**”

This isn't an opportunity to sell. It's your chance to **build trust** and **showcase your knowledge**.

PRO TIP // Write about your area of expertise to attract the readers who are most important to you.

Topics That Will Always Work

- The last big problem your org solved + steps you took to fix
- One unusual tip for improving your output as a leader
- Very best or very worst business advice you ever received
- Top 3-5 predictions for what's next in your industry
- Unique ways you improve customer satisfaction

PRO TIP // Know WHO your reader is before you choose a topic.

Editorial Guidelines

- 700-800 words (1k max) business advice/insights based on your expertise and field
- Must be previously unpublished (including LinkedIn posts)
- Do NOT sell or promote - it undermines your credibility
- Include a takeaway (or 2, or 3) to stay top of mind
- No politics, religion, etc.
- Check guidelines regularly for updates.

PRO TIP // Evergreen advice → more marketing opportunities

Collaborating With Your Editor

- Trust your editor – they're here to expedite the process AND make you look great. You share the same goals!
- Respond quickly with questions or feedback.
- If you have a member of your team helping you, set up an email filter or share your credentials.
- Ask your editor for thoughts on your next topic(s).



Efficiency Secrets

- Read guidelines BEFORE writing
- Watch your inbox for updates from your editor
- Carve out time in the 2-4 weeks after submission to respond to editorial feedback quickly
- Hyperlink all research and data and disclose relationships so we can fact-check faster
- Finally, **PLAN AHEAD**. Articles take an average of 4 to 5 weeks minimum because of the attention we give each one.

Content Studio

If time is your biggest obstacle, consider investing in **Content Studio** and have us do the heavy lifting.

- **Goal-based strategy:** We help you define a strategy catered to your audience/goals
- **Experienced team:** Collectively, we've been published on leading sites, authored books, served as ghostwriters for top influencers and edited award-winning publications
- **Expedited process:** Eliminate back-and-forth and take advantage of your membership faster

You're Published!

Now it's time to make sure you get your content into the right hands!

- Add title & link to your email signature
- Include link in your next company newsletter
- Email it to your staff and stakeholders
- Share on all social channels – today & over several weeks/months
- Sit down with your team to get started on your next article topic!
- Feel free to email ideas to concierge@rollingstonecouncil.com before you get started.

Resources to Help

Need more help? Here are some quick resources:

- conciierge@rollingstonecouncil.com
- Blog: council.rollingstone.com/blog
- Member dashboard – reach your editor, read guidelines, or check on article status
- Or, apply to [Content Studio](#)



The screenshot shows the 'Expert Panels' section of the Rolling Stone website. At the top, there is a navigation bar with the Rolling Stone logo on the left and links for 'Forum', 'Members', 'Expert Panels', 'Articles', 'Offers', and 'More'. A yellow arrow points to the 'Expert Panels' link. On the right side of the navigation bar, there are icons for a notification bell and a user profile. Below the navigation bar, the 'Expert Panels' title is displayed. The main content area features three panels, each with a question and an 'Add your answer' button. The first panel asks about monetizing online content, the second asks about authentic marketing, and the third asks about misconceptions in an industry.

Forum Members **Expert Panels** Articles Offers More

Expert Panels

Finding ways to monetize online or virtual content was a new venture for a lot of businesses this last year. What's one challenge you've faced monetizing online/virtual content and what lesson have you learned about how to do it better next time? >

Add your answer

What's one sure sign of inauthentic marketing? What can a company do instead to be more genuine? >

Add your answer

Before you started your business, what's one misconception you had about the specific industry you're in, and why? In what way were your assumptions proved false as you got your business going? >

Add your answer

Expert Panels

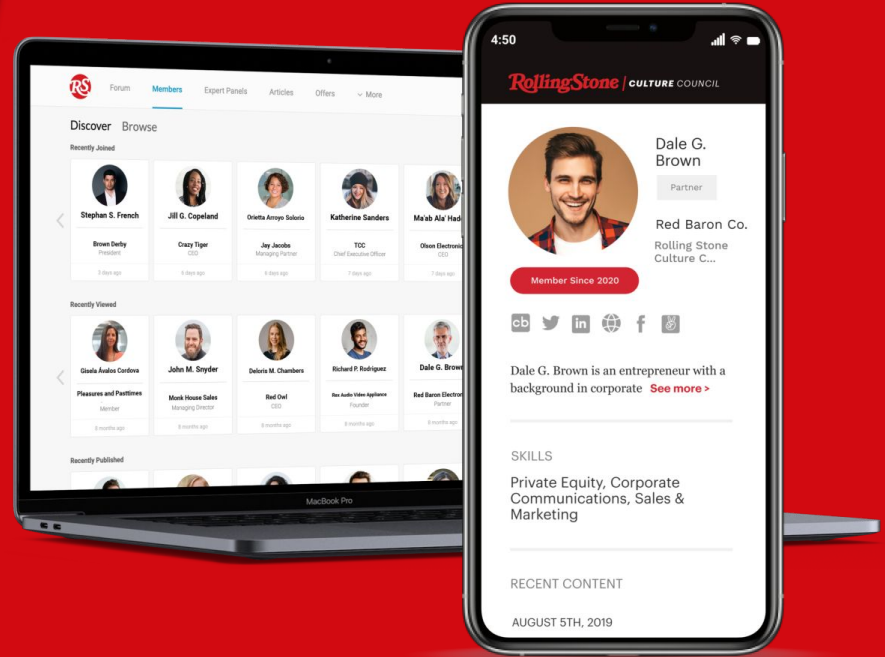
- Quick and easy way to get published
- Submit 3-5 original, non-promotional sentences
- Questions close as they fill up
- Check back every couple weeks for new questions

The screenshot shows a webpage from Rolling Stone Culture Council. At the top, there is a navigation bar with the Rolling Stone logo, a subscribe button, and a date: MAY 13, 2021 11:30AM ET. Below the navigation bar, there is a breadcrumb trail: HOME > CULTURE COUNCIL > EXPERT PANELS. A red box on the left contains the text 'CULTURE COUNCIL'. To the right of this box, there is a paragraph: 'Content created by members of Rolling Stone Culture Council. Rolling Stone Culture Council is an invitation-only network of industry professionals who share their insights with our audience.' Below this is a link 'What's This?'. The main headline is '13 Positive Characteristics to Look for in a Potential Networking Connection'. Below the headline is a sub-headline: 'To build a positive business network, you need to quickly identify the right people to connect with.' Below the sub-headline is a byline: 'By ROLLING STONE CULTURE COUNCIL'. To the right of the byline are social media icons for Facebook, Twitter, Reddit, Email, and a plus sign. Below the byline and social media icons is a banner for 'RollingStone | CULTURE COUNCIL' with 'EXPERT PANEL' on the right. Below the banner is a grid of 13 black and white headshots of diverse individuals. Below the grid is a caption: 'Photos courtesy of the members.' Below the caption is a paragraph: 'It's often said that you are the sum total of the people around you. Your network matters, so when you're trying to build up your entrepreneurial connections, you'll want to choose individuals who align with your business values and morals.' At the bottom right of the grid, there is a box with the text 'EXPERT PANEL'.

Mobile App

A simple way to connect and answer Expert Panels.

It's never been easier to showcase your expertise!



Your Turn

1. Go to council.rollingstone.com/app
2. Select the topic for your next article
3. Set your deadline and start writing!

Questions? Email: conciierge@rollingstonecouncil.com

Text: 646-687-7530

Or reach Erin directly at erin.ambrose@rollingstonecouncil.com



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Thank you!