

GUIDELINES FOR AUTHORS

Many authors for *Campus Activities Programming* magazine are new to the process of writing for publication or may not be familiar with requirements specific to *Programming*. These guidelines provide helpful information about various aspects of writing for this publication, as well as general tips on the writing process. If, after reviewing these guidelines, you have additional questions, please share them with the editor of *Programming*.

1. EDITORIAL OBJECTIVES

The purpose of *Programming* is to inform and educate the membership of the National Association for Campus Activities about current trends in the campus activities field, share practical information and ideas, and relay other information about programs, services, policies, leadership changes and other news. Educational feature articles in *Programming* are intended to:

- help students and entry-level programmers become more competent in their duties and assignments;
- enable experienced professionals to do a better job of training staff members and students;
- stimulate professionals and students to explore new issues related to campus activities;
- facilitate professional and personal development; and
- promote and share, when and where appropriate, multicultural values and information, or other information that serves a diverse constituency.

2. AUDIENCE

More than 1,050 college and university members of NACA receive up to five copies of each issue of *Programming* as part of their membership dues, based upon full-time equivalency (FTE) enrollment. More than 600 associate members, representing artists' agencies, management groups and other organizations whose products, services or programs are targeted toward the campus activities market, receive up to three copies for their annual membership dues.

Readers at member colleges and universities include student programmers, who buy attractions for their campuses, and paid staff members, such as campus activities directors, union directors and deans of students, who are responsible for the campus programming area. Associate members include agents, managers and performing artists.

3. WAYS TO CONTRIBUTE TO PROGRAMMING

Articles for *Programming* appear in several basic categories. While word limits are listed here for shorter articles, see the section on **Manuscript Preparation** for general article length.

- **The Idea File**—Members share successful, low-cost, easy-to-implement program ideas. Copy should be limited to 250 words. Photos of programming boards submitting information are welcome, as are photos from activities described in The Idea File. See **Photograph Submission Guidelines** at the end of this guide.
- **Programming 101**—Targeted toward campus activities programmers, articles in this category focus on nuts-and-bolts topics and share helpful and practical information designed to assist readers in becoming more effective members of their programming organizations.
- **Feature Articles**—Full-length feature articles are written to address an issue's particular thematic focus, such as publicity and promotion, trends in campus entertainment, partnerships and collaboration, diversity, etc.
- **Community College Perspective**—Articles in this series examine an issue or practice exclusively from the point of view of professionals and students attending community, junior and/or commuter colleges and regional campuses.
- **Student Development Series**—Installments in this long-standing series focus on topics particularly relating to the development of student volunteers and leaders involved in campus activities and organizations.
- **Leadership Development Book Review Series**—Reviews share information on new publications of interest to campus activities practitioners, both students and professionals. Reviews are coordinated by a volunteer member of NACA. Contact information is available at www.naca.org.
- **What Would You Do?**—Issues and challenges impacting campus activities organizations are submitted by NACA members. Other members submit their proposed solutions to these programming challenges, which are presented in each issue in a Q&A column format.
- **The Volunteer Spirit**—Short articles of approximately 800-1,200 words are included in this series, which focuses on why NACA members volunteer, as well as the benefits and contributions that can be achieved through Association volunteerism.
- **Trends in Technology**—Short articles of approximately 800-1,200 words are included in this series, which focuses on trends and development in technology that impact or are otherwise of interest to those in the campus activities field.

4. PROCEDURES FOR SUBMITTING ARTICLES FOR PUBLICATION

Contact the Editor

Given the advanced planning and production schedule of each issue, it is best to contact the editor of *Programming* about your interest in writing before you actually begin the process. (Unsolicited articles are welcome, although publication is not guaranteed. See the **Manuscript Preparation** section for guidelines on submitting unsolicited manuscripts.)

Identify Topics

With one or more topics about which you might feel comfortable writing in mind, you should cite the proposed article's central theme and how you would develop it.

You may wish to submit written article proposals, incorporating the above suggestions. In either case, the editor will inform you as quickly as possible about the suitability of a particular topic.

Remember that your suggestion may be turned down because an article on the same topic has been recently published, is already in production by another writer, or does not fit into a planned, thematic issue. Any of these circumstances indicate you are on the right track, and, when possible, the editor will make every effort to work with you in developing an alternative article.

Prepare Outline

If you submit an outline, it need not be long—usually the equivalent of two typewritten pages. A full-sentence outline is preferred. However, outlines are not required unless the writer finds them helpful or, in certain cases, the editor requests them.

Review Criteria for a Good Article

A good article is judged by several criteria, such as whether it:

- **Is original and creative.** Does the article suggest a new approach to a long-standing problem or concern? Is this the first-ever article of its kind? Does it serve to apply principles from another field to the campus activities field? Would readers be excited and enticed to learn about the topic?
- **Adds to the current body of literature in the field.** Does the article augment or supplant existing knowledge? Does it appeal to the student or staff member who wants to enhance their education in campus activities?
- **Balances theoretical and practical information.** Does the article provide concrete examples of theories or solutions so readers can put them to use?
- **Is complete in making its point.** Does it answer all the readers' questions? If not, does it prepare or inspire readers to seek additional answers on their own?

5. MANUSCRIPT PREPARATION

Length

Feature articles for *Programming* range from 1,500 to 2,000 words. This is the equivalent of six to 10 conventional pages in a double-spaced format. (Some articles are shorter. See exceptions noted in article categories in the **Ways to Contribute** section above.) This word-limit range does not include any accompanying graphs, tables or other images, which are treated as artwork for design purposes.

Documentation

Footnotes are not used in *Programming*. Quotations must be incorporated into the body of the article with the citation of the author and reference source, which is fully cited in the bibliography. Reference style for citations and the bibliography, as well as other grammatical standards followed by NACA, are available in *The NACA Style Guide*, which is available in PDF format at www.naca.org.

Electronic Submission

Electronic submission of articles is preferred. Save your article in Microsoft Word or a generic text format, attach the document to e-mail and submit it via the e-mail address supplied by the editor. For editing and production purposes, it is preferable that you not embed accompanying tables and graphs in your Word or text document. If possible, send them as separate .jpg or .TIFF files saved at 300 dpi or the highest resolution available.

Be sure to include the article title, your name and contact information (mailing address, telephone number and e-mail address) on the first page of your document.

Conventional Submission

If it is not possible to submit your article electronically, you may send it by conventional mail. In that case, set your article up so that in printed format it is double-spaced on standard eight-and-a-half-by-11-inch paper with one-inch margins on all sides, including reference pages, tables, etc. Include the title of the article, your name and page number in the upper right corner of each page. Place tables and figures to illustrate the article on separate pages. It is not necessary for them to be camera-ready.

Restrictions

Do not submit articles or article ideas under consideration by other publications. Do not submit material previously published, in whole or part, unless the editor involved is informed and grants permission for submission to NACA.

Accuracy and Completeness

You are responsible for the accuracy of references, quotations, tables and figures. You should make sure these are complete and correct in the manuscript to avoid additional, time-consuming changes during the editing and review process.

Publication Schedule

Most articles are published two-and-a-half to five months after acceptance, depending upon production scheduling. You may work with a co-author as long as one of you agrees to serve as the primary contact for revisions and review.

Biographical Information

You are asked to submit a short biography or résumé, along with a photograph. See **Photograph Submission Guidelines** at the end of this guide.

6. COPYRIGHT

At the time you submit your first draft (or when you submit the completed article in the event there are no preliminary drafts), NACA requests that you sign a Publication Agreement that gives the Association permission to:

- edit, publish and copyright your material;
- cancel publication if your draft appears inappropriate for *Programming*;
- republish the material, or any part of it, in any future NACA publication, including the NACA Web site, or as a reference paper; and
- Grant permission to persons and organizations who formally request the right to reprint your material, in whole or in part. Such requests come from NACA members, who use the material for staff training or resources. Occasionally such requests are made by other organizations.

The Publication Agreement also includes a provision allowing writers in certain cases to retain ownership of their work, granting NACA one-time publication rights, only. The Publication Agreement is available in PDF format at www.naca.org.

Each issue of *Programming* is copyrighted by NACA, affording authors protection under US copyright laws. NACA makes every effort to protect writers' rights under those provisions.

7. ARTICLE DEVELOPMENT, EDITING PROCESS

A Three-step Process

Writing an article for *Programming* is a three-step process—first draft, critique and final draft. After your article topic has been assigned or accepted by the editor for publication, the editor assigns deadlines for each of the three steps. (If necessary, the editor may request a proposal or an outline from you before you write the first draft. The outline, preferably in sentence form, lists four to six major points the article will make, along with several supporting statements for each. It should point out the transitions you will make between each point and indicate the conclusions you will present at the end of the article. Along with the outline, submit an introductory paragraph or two about your purpose in addressing the audience in *Programming*.)

Deadlines

A deadline is the date of receipt of material by the intended party. Adherence to deadlines assures both parties have adequate time to plan and develop the article for publication. Both you and the editor must communicate with each other about problems with upcoming deadlines to assure that alternative dates are amenable to and manageable by both parties.

The First Draft

The first draft is not the first draft you write; it is the first draft you submit for the editor's consideration. You should allow yourself enough time to do at least one rewrite of the article before submission.

The Lead

When beginning to write, give serious consideration to the article's lead. It should not only gain readers' attention, but hook them into wanting to find out more, i.e. read your article to its conclusion.

Arousing interest can be achieved in a number of ways, such as relaying an anecdotal or problematic situation, asking a question, or citing a particularly fascinating quotation or fact. Conversely, the lead should not say, "This article is about . . .," nor should the lead be ponderous and take too long to establish the subject matter. The more quickly you gain reader involvement, the better.

Article Organization

Depending on the subject matter, you may organize your article in a number of ways. If you want to suggest a solution to a problem, cite the problem and all it entails, then cite the solution and provide as many reasons as possible for why it will be resolved by the methods you propose. If you're citing research, provide background on the research topic, its methods and the implications for your audience. Practicality is very important in this type of organization.

Any time you are stumped about methods of organization, consult the editor of *Programming*. The editor is there to provide guidance, support and professional expertise, so take advantage of these.

The Conclusion

In developing the conclusion, avoid the worn-out device of simply restating the article's major points. Your conclusion should provide further illumination of your topic, but do so in such a way that it provides a natural ending of the reader's exploration. For example, you might suggest methods of implementation of your solu-

tions or theories, or you may forecast how campus activities will be affected in the future, based upon your article's findings.

The Critique

The critique is the first opportunity for the editor to review your manuscript in its entirety and provide you with direction on improving it for final submission. It is extremely important for both parties to remain open and flexible to new ideas, to exchange information and opinions and, above all, to communicate.

The editor will offer the critique by returning a marked-up hard copy of your article, by making notes about proposed changes in an electronic file and returning it to you via e-mail, or via a telephone conversation between the two of you. No matter how the critique is delivered, it is important for you and the editor to confer about it before you begin revisions. This allows both of you to have yet another opportunity for clarification, explanation and communication.

The Final Draft

When you submit the final draft, that does not mean you have submitted the perfect article. It does mean, for the most part, that your work as the author has been completed. Often in the final editing process, the editor will be required to confer with you about minor points that require clarification, double-checking of facts, spelling of names, etc.

Deadline Reminders

In most cases, the editor will contact you to remind you of all deadlines and to confirm that information sent to you has been received. Therefore, expect reminder e-mail messages or quick phone calls to check your progress.

A Final Review

In virtually all cases, the editor will e-mail or fax you a final version of the edited text for you to review. This is your last opportunity to triple-check the article. Changes at this point are rare, because layout design for the article may be underway. Nevertheless, if you find errors at this point, let the editor know immediately.

8. ADDITIONAL WRITING GUIDES

There are several guides to which you should have access when writing an article for *Programming* because they are used by the editor and, therefore, are the established guidelines on such things as style, grammar, spelling, punctuation, etc. They are:

- *The NACA Style Guide*, available in PDF format at www.naca.org
- *The Associated Press Stylebook and Briefing on Media Law* (2002), available in most campus book stores
- *Merriam Webster's 11th Collegiate Dictionary*, © 2003 by Merriam Webster, Incorporated, also available in most campus book stores
- *Publication Manual of the American Psychological Association (Fourth Edition)* (for guidance on citations and bibliographies)
- *Writing with Style and Substance: Idea Matters*, available in PDF format at www.naca.org
- *Writing with Style and Substance: Style Matters*, available in PDF format at www.naca.org

9. PHOTOGRAPH SUBMISSION GUIDELINES

General guidelines for submitting photos for publication in *Programming* follow.

Head, Group Shots

NACA accepts headshots of writers to accompany bios when articles are published in *Programming*.

NACA also accepts group shots of programming boards that submit brief articles for *Programming's* Idea File feature.

Activities Photos

In certain circumstances, NACA accepts photos of events or activities for publication in conjunction with articles. However, identification of all pictured individuals, as well as their written permission for publication, is required.

Submission Format

- Submit photographs in either the .jpg or .TIFF formats. Avoid other formats such as .BMP or .GIF. Images saved within Word documents are not acceptable.
- Save photos at 300 dpi (dots per inch) or the highest resolution available approaching 300 dpi. While images saved at 72 dpi work for placement on the Web, they are not optimal for magazine publication and their use cannot be guaranteed.
- Electronic submission of all images is preferred. Attach photos to e-mail and send to the editor.
- When images cannot be submitted electronically, NACA will accept photos delivered via conventional mail. For photos to be returned, include a stamped, self-addressed envelope.