



Arizona Society of Association Executives
IMPROVING THE COMPETENCIES OF ASSOCIATION PROFESSIONALS



Editorial Requirements & Guidelines

Revised: April 2007

ASSOCIATION EXECUTIVE CONNECTION, the official print publication of the Arizona Society of Association Executives (AzSAE), is published 4 times a year and read by over 850 executives, staff, meeting planners, board members and volunteers in associations, government agencies and other nonprofit organizations in Arizona. Our mission is to provide practical resources and information to the people involved with associations and other nonprofit organizations in Arizona.

Publishing an article in **ASSOCIATION EXECUTIVE CONNECTION** puts your name in front of your peers, customers and potential customers, establishes you as a resource, enables you to exchange ideas and best practices with colleagues, and allows you to earn credit hours for the CAE* certification. **Certified Association Executive.*

Reprints

Authors receive 2 complimentary copies of the issue in which they are featured. An E-print (pdf format) of an article is available upon request. Article reprints may individually be arranged through the printer.

How to submit an article

Authors are not required to be association professionals; however they must stress the applicability of their topic to the association profession—as well as describe their expertise in and relationship to the nonprofit world.

1. If you have an idea for an article, call the editor or write a query letter outlining the highlights of your proposed article - please include the subject area of association management to which your article applies. If your topic meets our editorial needs, you will be asked to prepare an outline for consideration.
2. If the article has already been written, please forward for consideration to editor@azsae.org.
3. All article submissions are given equal consideration for publication. The main criteria are: relative value of information (not an advertisement); recently published articles on a similar topic; and, perceived reader interest.
4. Consideration for publication may take several weeks, depending on the volume of articles received. We attempt to accommodate most submissions; however, space is limited.
5. Direct all inquiries and submit completed articles formatted in Microsoft Word via e-mail to editor@azsae.org. You will be notified once a publication date is determined. While we try to publish articles in designated issues, they may be pulled or bumped to later issues.

Article Requirements

- a. Type articles single-spaced; double-spaced between paragraphs.
- b. Feature articles should be 700-1200 words.
- c. Subheads are encouraged, as are sidebars with relevant material to supplement the article.
- d. For style and grammar questions, refer to the Associated Press Stylebook and Libel Manual.
- e. Please include an author "bio" with your name, title, association or company, phone number, e-mail address, and website address.
- f. E-mail a **high-resolution** full color headshot (jpg format) to the editor at editor@azsae.org.



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Guidelines: A Checklist For Success

- **Keep your colleagues in mind.** Remember, you are writing to a sophisticated audience. **ASSOCIATION EXECUTIVE CONNECTION** readers have several years of experience, albeit in many different levels and areas.
- **Follow a journalistic style.** Keep your writing tight, provide adequate detail, and follow a logical progression of ideas. Make sure your facts are correct.
- **Use as many quotes and scenarios** from association professionals as possible in supporting your topic. This will ensure that your article is not only credible, but appeals to various associations, not just those in your field.
- **Capture reader attention** by using a brief, catchy headline, and lead sentence or paragraph that is relevant to the topic.
- **Write in the active voice**, and use specific examples and case histories to illustrate points. (Do not promote an individual, company, product or service. Articles with such material are immediately dropped from consideration.)
- **Address readers in a friendly, conversational tone.** Avoid complex vocabulary, cliché's and excessive jargon.
- **Add subheads to signal topic changes**, and use bullets to make your points easier to understand.
- **Credit your sources within the article.** Do not use footnotes.
- **The end.** End your article as memorably as it began, with effective concluding remarks and provide your name, organization name, telephone number, e-mail address and website address so that our readers can contact you for more information about your topic.
- **Use sidebars** for related and pertinent facts or data that do not fit within the main body of the article.
- **Provide supporting tables, figures, charts** or artwork along with your article. Accompanying information should be supplied on separate pages. Titles should be self-explanatory, and the reader should not have to refer to the text to understand. Likewise, the body of the article should not rely on supplemental material. Add captions to photographs. Photographs are returned upon request.
- **Give your article a final edit** to eliminate unnecessary words. Make sure paragraphs flow smoothly and logically. And be sure to double-check facts and figures.

Direct all inquiries and completed articles to: Editor / AzSAE Association Executive Connection
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