

# IAEM Bulletin Author's Guidelines 2012

## GENERAL INFORMATION

The *IAEM Bulletin* is published monthly by the International Association of Emergency Managers to keep members abreast of association news, government actions affecting emergency management, and research and information sources. The publication is also intended to serve as a way for emergency management colleagues to exchange information on programs and ideas.

Issues are 16-24 pages in the print edition. In addition, we post an extended online edition on the IAEM Web site.

## READERSHIP

The IAEM Bulletin is distributed to the more than 5,000 members of IAEM, representing all levels of government, industrial, commercial, educational, military, private, non-profit and volunteer organizations in the U.S. and around the world. The newsletter also is sent to allied organizations and legislative representatives with a role in emergency management issues.

## FOCUS

The primary focus of the *IAEM Bulletin* is local. We are looking for articles that provide information and insights useful to other practitioners, in government and private sectors, who are educated and trained professionals.

Appropriate topics include: new research results, unique applications, successful programs, real experiences with disasters and/or exercises, reviews of new publications, and viewpoints on important issues facing emergency management.

## MATTERS OF STYLE

■ Tight space means it's important to get to the point quickly, and to stick to the dominant message.

■ Active verbs are more interesting than passive.

■ Strong verbs and nouns make the best use of space.

■ Short anecdotes or examples help explain, and add drama, humor or human interest.

■ Details make your story come alive.

■ Formatting techniques can make your article easier to follow (subheads, charts, "bulleted" lists).

## PHOTOS AND GRAPHICS

■ Photos, charts, and other graphics/illustrations are used as space permits. They must be provided as separate high-resolution graphic images.

■ **Resolution:** For any photos and graphic images, resolution must be at least 300 dpi. If you are using a digital camera, please set it to the highest quality setting and use a four or five mega-pixel camera. If you are using a two or three mega-pixel camera, your photos may not be high enough resolution to print well even though they may look good on your computer screen.

■ **Photos:** Photos can be submitted as color images, and if accepted, they will be used as one-color black in the print edition and as color in the online edition.

■ **Charts, Graphics and Illustrations:** You must send charts, graphics and illustrations as one-color black images. You can send a full-color version for the online edition if you wish, but we *must* receive a one-color black version for the print edition.

■ **Photo Captions:** You must include the names, titles and companies/agencies of every person shown in a photo, from left to right. The only exception is an action photo, such as one that shows people at an exercise or a disaster response scene.

## APPROACHES

### Feature Articles:

■ Share facts and insights readers can use to improve their own emergency management program or advance their individual professionalism. Give details and specifics, plus examples to show how you actually put your concept to work.

■ If you're describing an exercise, event or project, share the lessons you learned.

■ Go ahead and be personal – this publication is not as formal as some.

■ Please be sure to include an introductory paragraph and a concluding paragraph.

■ Provide other resources readers can use to follow up, including your name and contact information.

## Short News Items:

In a paragraph or two, share a short "how to" tip, offer a new resource, or summarize a successful program and tell how to obtain more information.

## DEADLINES

For each issue, the copy deadline is the 10th of the month (i.e., for the February newsletter, delivered about mid-month, the deadline is Jan. 10).

## LENGTH

Articles should be **no more than 750 words** in length (about a full page in the newsletter).

## SUBMITTING ARTICLES

E-mail articles to *IAEM Bulletin* Editor **Karen Thompson** at [thompson@iaem.com](mailto:thompson@iaem.com).

Please note that articles accepted for publication may appear in the print edition or the extended online edition. Proposals for articles or a series of articles are welcome.

## EDITING

The editor has discretion to edit articles, but if changes are considered substantive, authors will be able to review the changes before publication. The IAEM Editorial Work Group reviews each issue of the *IAEM Bulletin*.

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