Writing for INCITE

INCITE is a magazine - and writing for magazines can be a little bit different from what you may be used to doing for other audiences and purposes. Our house style is 'light' - we aim to both inform and entertain so our language style is conversational rather than formal. We have a wide range of readers at all levels of the profession and our objective is to report on all sectors and regions and to include content relevant to all career points in the profession.

Here are a few key things you need to know when preparing an article for *INCITE*, some guidelines on how to submit an article and the answers to some frequently asked questions about our house style. If you would like to discuss an article idea or have more questions, please email the editor at incite@alia.org.au.

- Length: Article lengths vary in the magazine, depending on available space and on the actual topic:
  - Feature articles, following the theme of the issue: 500 words
  - Shorter articles, such as sector news, event reports, letters to the editor: 250 words
  - There may be scope for longer articles, but these should be discussed with the editor prior to submission

- Images: Photos, graphics, diagrams or illustrations must be print quality (a minimum of 300 DPI or over 500KB), submitted in jpg format. Images of around 1MB are preferred because these can be reproduced clearly as a larger image. Each image or illustration should be provided as a separate file. If you have more than one image, we like to receive both portrait and landscape-oriented versions as that gives our designers more scope when laying out the page.

  If you are providing images, you will need to have permission from anyone identifiable in the picture for their use both in print and online. For all other images or graphics, you will need permission for reproduction in print and online (you don't need to provide permissions to us, but you do need to have them). If providing an image available through Creative Commons, please provide the correct CC licence image credit.

- Formatting: articles should be submitted as Word documents with no formatting (eg no bolding, centring etc of text), and no images embedded in the document.

- References: In *INCITE*, we don't use footnotes, references or bibliographies. Simply include the title, author and date of publication within the body of your article in sentence form (more details on that in the style hints below).

- Hyperlinks: *INCITE* prefers short URLs because they are easier to read or copy. If you are referencing a long or complicated URL, please consider using a program such as bitly (www.bitly.com) to reduce it. We don't include the 'http://' in URLs.

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INCITE Essentials

1. **Give your file a unique and clear name:** name your document with your surname, a descriptive title and the issue of *INCITE* for which you are submitting the file, eg:

   Anne Smith Collection development for digital resources *INCITE* October 2013

2. **Identify yourself:** Include your name, position and place of employment, and your email address at the end of your article. If you are a current financial member, INCITE automatically includes your ALIA post nominals in your signature. Please advise us by email if you prefer not to have your post nominals included.

3. **Include captions:** if you have also sent images or illustrations, include the details for these, including captions at the end of your article, along with the specific file name for each individual file. You must include the name of anyone identifiable in a photo, where it was taken and what it is of. And remember you must obtain the permission of anyone appearing in a photo for its use both in print and online.

4. **Submit your article:** When your article is ready for submission, email it with accompanying images, if any, to incite@alia.org.au

   Your article will be edited prior to publication for house style and length. If you want to submit a longer article, or have an idea for an article, please contact us as soon as you can so we help with advice and guidance as you are writing.

Where to start

Know your reader: When you are writing for *INCITE*, remember that your readers are your colleagues – you share a knowledge base, so the basic concepts of the profession will rarely need explanation for this audience unless you are writing a 'how to' article.

Put the important information in the first paragraph: Instead of working from an introduction through discussion and to a conclusion as you would when writing a formal report, when you are writing for a magazine your introductory paragraph needs to include all the key information. Include the what, where, when, why and how of your story in the first paragraph and then go on to share the details in the body of your article.

Where to finish

You can sign off your submission as an individual member or wearing your 'work hat' with the email contact of your choice. In some instances *INCITE* will also publish your Twitter handle or other social media contact details (where these are relevant to the content).

Your ALIA post nominals (AALIA, FALIA, ALIATec (CP) etc) will be included in your signature, unless you advise us otherwise by email. For space reasons, we can only publish ALIA post nominals.

INCITE style FAQ

Full stops and spacing

Please insert one space only between a full stop and the first letter of the next sentence.

Spelling

INCITE uses Australian spelling for words such as realise, globalise, and so on. For more information, see The Style Manual for authors, editors and printers.

Abbreviations

Any abbreviation used must be in full for the first use with the abbreviation shown in brackets, after that you can use the abbreviated form. For example,

> open access (OA)
> Council of Australian University Librarians (CAUL)

Be especially careful with the term LIS as it can mean library and information studies, services or sciences. We need to know which one you mean!

Exceptions: There are a few exceptions to this rule: ISBN, IFLA.

Names

Titles of books, journals, magazines and things such as television programs and artworks are italicised. Titles of events such as conferences are not italicised. Quotation marks are not required. For example:

> *The Da Vinci Code*
> *Crimestoppers*
> Disaster Preparedness Planning Workshop

We don't capitalise words such as internet, world wide web, or any terms other than proper names written in full.

The word 'library' is only capitalised when referring to the full name of the library, for example, The National Library of Australia. In sentence form, the word is almost always lower case. This is also true for words like program, catalogue, university, and school. For example,

> The library has extended open hours.
> Students at the university can now access the library's programs 24 hours a day.
> It is easy to log on to the school's library catalogue.

Numbers

INCITE uses the word form for numbers from one to nine and numerals for numbers from 10 onwards, with commas to separate large numbers (this assists readability). We also use an 'en dash' with no spaces between numbers when writing a range of numbers. (An en dash is an elongated dash.) For example,

There were seven participants
It is estimated 11,000 readers will participate nationally
During the period 2010 - 2012

Where possible, try not to start a sentence with a number.

For percentages, *INCITE* uses the % sign rather than the word form.

Dates

Our house style for dates is 'day month year' where they are given in full. We don't use 'st' or 'th' at the end of dates. For example,

> 'On 24 October, our group met to develop a plan for a new approach to ebook education.'

 If the year is obvious, such as 'last October we presented a series of workshops', this will be acceptable to keep in line with the conversational tone of the magazine.

Hyphenation

INCITE uses a hyphen in compound words and an 'en dash' between parts of a sentence. Always use a space either side of an en dash. For example,

> Well-recognised

This is important – particularly in libraries

We do not use hyphenate 'part time' or 'full time' and we don't use hyphens in phrases such as up to date, face to face.

Words such as elist, ebook, emeeting are not hyphenated or capitalised (unless the word is used to begin a sentence).

Describing the profession

We prefer to use the form 'library and information professionals' when we are describing the full breadth of workers in our industry. This includes library technicians (the term paraprofessionals is no longer used by ALIA).

Terms for specific groups are also accepted, for example 'library technicians' 'new graduates' and so on.

Referencing a publication in the text

To make reference to a publication, you need only to include the author, title and year of publication in a sentence. For example:

In their 1996 report, *Digital Futures*, Mark Smith and Jane Jones wrote, 'There is a whole new world out there and it is ours for the taking'.

The only exception to this is for the LIS Investigations column or where a number of key references are the main topic of the article. In these cases, we use the Chicago Manual of Style referencing system. References to be used this way should be supplied as a single list at the bottom of your article and only with prior approval from the editor.

To reference a URL, simply include the URL in brackets, with the 'http://' deleted, for example

(www.alia.org.au).

Direct quotations from a publication or person should be placed between single quotation marks, for example:

'The last thing we need is censorship,' said Mr Smith.

'The dictionary defines the word library as a ''collection of books or place in which it is kept'.

Lists

In most cases we cannot include long bullet point lists in articles as we just don't have the space. If this content is essential, it can either be included as a list within the text, separated with commas (eg apples, oranges, and pears) or, in some cases, it may be considered for laying out as a separate 'box' or 'break out' alongside the article.

If you have content like this and aren't sure how to format it, email incite@alia.org.au and ask – we will help you resolve the issue before you submit your article.

Use the active and modern voice

Whenever possible, choose the active voice and modern, conversational language. For example:

'**We purchased** comfortable chairs' rather than 'comfortable chairs **were purchased**'

'**Among** the new options…" rather than "**Amongst** the new options…'

'The participants **learned** what it is like to be…" rather than "The students **learnt** what it is like to be…'

'We **used** a variety of platforms" rather than "We **utilised** a variety of platforms'

Your Voice: Letters to the editor

We are always pleased to receive feedback in the form of letters to the editor. To be suitable for publication, your letter should be no more than 250 words in length and must include your name and postal or email address. Anonymous letters will not be published.

Any named or implied persons in the letter may be given right of reply in the same issue of *INCITE* in which the original letter appears, or a later issue, at the discretion of the editor. Your Voice contributions will be considered for publication at the discretion of the Editor.

Obituaries

Please note that detailed obituaries are not routinely published in *INCITE* because of space constraints. *The Journal of the Australian Library and Information Association (JALIA)* occasionally accepts obituaries (contact the editor at editor.jalia@alia.org.au) and short obituaries may be accepted for *INCITE* at the discretion of the editor. There are also other options to advise of the passing of members via ALIA's social media channels – contact the ALIA Communications Manager to discuss these and how they can be linked to official obituaries.

Advertising and advertorial content

We are happy to receive media releases as a source of information but we do not publish in that format so please ensure you provide contact details for us to follow up for a story. We are unable to accept case studies or academic abstracts for publication.

While we love to hear about new products, services and ideas, we do not offer advertising in our editorial content. Advertorial can only be accepted as advertising and will be identified as such. *INCITE* accepts display advertising under the terms and conditions as indicated in our booking contracts and on our website.

For more information on advertising requirements, contact Andrew Finegan on (02) 6215 8239 or advertising@alia.org.au.