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ICCFA Magazine is the professional membership publication of the International Cemetery, Cremation and Funeral Association. Its international readership includes individuals from every area of the memorialization and remembrance field. Our readers are committed to the advancement of the cemetery, cremation and funeral industry, and most play active roles in operating and managing cemeteries, funeral homes, crematories and monument dealerships. They include industry owners, managers, sales people, maintenance workers and suppliers.

The magazine serves as a forum for presenting and discussing important issues related to our industry, including the presentation of minority or conflicting points of view. **The magazine's primary purpose is to offer practical information to promote the development of the industry and those working in the field.**

■ What kinds of articles do we want?

We are very open-minded—as long as the article idea is interesting and relates to our industry. If you have not written for us before, send us a written query about your idea. Tell us who you are and what kind of article you wish to submit. We'll let you know if your idea has possibilities. If you have an article that is already written and conforms to these guidelines, send the completed manuscript. We will respond as soon as possible, usually within four to six weeks.

We are interested in a variety of articles, particularly **“how to” pieces featuring practical advice based on actual experience, articles outlining new programs and innovations in the industry, and articles on how professionals in the industry handle controversial issues.** We also accept opinion pieces and personal accounts of on-the-job experiences. In general, we are looking for articles that are organized, current, interesting and well-researched. There should be news, information or an opinion behind the story. We want to print news our readers can use to better understand their jobs and the critical issues they face from day to day.

■ What makes a good ICCFA Magazine article?

Magazine articles usually are organized in a simple format. First is the introduction section. This captures the readers' attention and lets them know what the article will be about. It orients them to time and place and tells them why the subject is important enough for them to take the time to read about it. **Anecdotes and sample situations are often useful in the introduction**—they can serve as an interesting way of drawing the reader into the topic.

The middle section of the article develops the topic. This is the meat of the article and should explain, simply and clearly, the important points you'd like to make about your topic. When writing this section, try to put yourself in the readers' place. Develop each idea individually, and **use specific examples to illustrate your points.**

The final section is the conclusion. This should restate the main point of the article and should include any evaluations or recommendations you may have. You also can include in this section your personal insights, lessons learned about the topic, etc.

If you are having trouble organizing your thoughts, sit down with a coworker or friend and tell him or her your idea: “I am writing an article about X because I want people to know A, B and C.” Then write it!

Finally, your article doesn't have to be perfect. Our editors will help you enhance it if it is accepted, but it is up to you to **give the article real meaning and focus.**

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■ Suggestions on style

There are a few things you can do to make your article come alive for readers. First, you should be familiar with the magazine and the types of material we publish. **Reading ICCFA Magazine is the best way to figure out how to make your article fit our readers' needs.**

Second, you should try to write clearly. In "The Elements of Style," William Strunk makes these suggestions:

- use active rather than passive verbs;
- be specific, concrete and definite;
- don't overstate; and
- avoid fancy words and jargon.

■ Submission specifics

Please use the following guidelines for submitting your manuscript:

- Manuscripts must be typed and submitted via e-mail (preferred) or on a disc. Microsoft Word or text documents may be e-mailed as attachments to: sloving@iccfa.com.
- Average article length is about 1,500-2,000 words; however, articles of any length will be considered.
- Include your name, title, brief biographical information, company name, company's physical address (city and state), Web site URL and some information about the company. Also include a head shot of the author. Include the e-mail address where you would prefer to be contacted by readers (you may include a phone number, as well, if you would like to be contacted that way.)
- **You must notify the editor in writing at the time of submission if your article has been published by or submitted to any other publications. Articles that have been published in or submitted to other national cemetery or funeral publications may be rejected for publication in ICCFA Magazine. ICCFA Magazine is a copyrighted magazine.** (Many other publications receive our permission to reprint articles *after* they have appeared in ICCFA Magazine.)
- Avoid using too many references; however, any references discussed in the article must be cited within the article.

■ Illustrations

The managing editor will want to talk to you about artwork to run with the article. We will want a head shot of the author, as well as pictures or other artwork to illustrate the topic. We prefer color or black-and-white prints or digital images. **Digital photographs must be high resolution.** Please see "Taking and submitting photos" for more information. Other formats such as slides and transparencies may be acceptable—discuss this with the managing editor.

■ If your article is accepted

Articles published in ICCFA Magazine will be edited for readability and to conform to ICCFA style. Authors will be given an opportunity to review the edited version of their article before publication. The association reserves the right to write article headlines, subheads and photo captions and to illustrate articles with art or file photos when more suitable graphics are not provided by the author.

While the ICCFA may schedule an article for a designated issue of ICCFA Magazine, we may pull it at any time or bump it to a later issue due to space restrictions or other reasons.

ICCFA/ICCFA Magazine; 107 Carpenter Drive, Suite 100, Sterling, VA 20164



Thank you for your interest in contributing to ICCFA Magazine, the official publication of the ICCFA. Questions? Contact:
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