

ICCFA[®] MAGAZINE

AUTHOR GUIDELINES

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 profession, and most play active roles in operating and managing cemeteries, funeral homes, crematories and monument dealerships. They include owners, managers, salespeople, maintenance workers and suppliers.

The magazine serves as a forum for presenting and discussing important issues related to our profession, 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 profession and those working in the field.**

What kinds of articles do we want?

Send the managing editor 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 guidelines, send the completed manuscript. We will respond as soon as possible.

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 profession and articles on how professionals are handling controversial issues.** In general, we are looking for articles that are organized, current, interesting and well-researched, and that have not appeared in or been submitted to other publications that cover our profession. We owe it to our readers, as well as our advertisers, to present fresh content.

If you are interested in writing for a specific issue, you need to make your query at least two months in advance of publication. Issues go to the printer up to a month before the month of the magazine (January goes to press in early December, for example), and articles must be submitted well before then to allow time for editing, author review, magazine layout.

Writing the article

Magazine articles usually are organized in a simple format. First is the introduction, which 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!

Your article doesn't have to be perfect. The editor 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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AUTHOR GUIDELINES CONTINUED

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 as Microsoft Word documents and emailed 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), website URL and some information about the company. Also include a headshot of the author. Include the email address

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Thank you for your interest in contributing to *ICCFA Magazine*, the official publication of the ICCFA.

Questions? Contact Editorial Director Tatia Gordon-Troy at tatia@iccfa.com

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.)

- Avoid using too many references; but any references discussed in the article must be cited within the article.

Illustrations

In addition to the headshot of the author, depending on the topic, we may want pictures or other artwork. We prefer color or black-and-white, high-resolution, high-quality digital images. Please see "Taking and submitting photos" for more information.

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.