



SMMC CONTENT GUIDELINES FOR ARTICLE SUBMISSION

SMMC welcomes articles on a variety of subjects from SMMC members as well as others in our community. The goal is to have a variety of articles in each issue that are well-written, informative and in some cases, entertaining. With this in mind, recommended guidelines are listed below.

STRUCTURE

All content should be organized in small paragraphs. Long paragraphs make reading a task.

Use of bullets and numbers is acceptable. Numbers indicate that content is organized in some manner (e.g., priority or sequence of steps) while bullets convey unstructured content. If an article has key points and there is no structure to the points, then use bullets.

Headers or subject lines can be used to define sections of content. If headers are used, then make headers title case. Do not use all caps or sentence case for headers. (Headers are bolded in the newsletter).

LENGTH

About 750 words is the target length for articles. Articles can be longer depending on the topic, but should not be more than 1,000 words.

GRAMMAR

Use the same type of grammar as you would expect to find in a favorite newspaper or magazine.

Write in a consistent voice and tense. Additionally, select first-, second- or third-person and stay with the same format throughout the article. This makes an article easier to read.

Avoid TLAs (three letter acronyms) unless they are first defined and then appropriately used.

Use hyphens, m-dashes, parentheses, commas and other symbols appropriately.

PUBLICATION POLICY

Newsletter articles are published in hardcopy form and then stored electronically in an online library that is accessible to members. Articles will remain in publications after the original printing and do not expire. Articles are also searchable by SMMC members.

SMMC reserves the right to accept or refuse any article for publication based on availability of space and appropriateness of subject matter. SMMC also has the right to edit articles for grammar, language and meaning.

If SMMC finds any language to offensive to members, SMMC will decide whether to alter an article or refuse article publication.