

COMMUNICATION WORLD MAGAZINE

GUIDELINES FOR ARTICLE SUBMISSIONS

About Communication World

Editorial calendar

Submissions

Copyright

Advertising

Permissions requests

About Communication World

Communication World (CW) is a monthly digital magazine published by IABC (International Association of Business Communicators) as a benefit of IABC membership.

IABC members are professionals in the communication field. They range from top executives and employees at Fortune 500 companies and nonprofit organizations to consultants, educators and communication students. *Communication World* strives to stay at the forefront of developments in the communication profession and to report them in an informative, interactive and engaging way, to inspire readers and help them to do their jobs better.

Communication World is available through a dedicated website starting in May 2014. It's also available through the IABC website.

Articles in *Communication World* address a wide range of topics of interest to communicators of all levels and specialties, including:

- Strategic communication planning
- Marketing communication
- Social media/new media
- Public relations and media relations

- Employee communication
- Career advice
- Communicating globally/across cultures
- Speechwriting and presentations
- Crisis communication

Feature stories analyze emerging trends in organizational communication, highlight current research and case studies, and/or provide helpful tips and tactical advice for communication professionals.

When preparing a submission for *CW*, consider the following questions:

- What is the primary purpose of the article?
- What is the overarching issue or trend that is being addressed in the article?
- Who is the audience for the article, in general and within the IABC audience?
- What insights, perspectives, guidance and innovative ideas will the reader gain?
- What practical learning points will the reader walk away with, and how can they apply this information to help support their organization and/or career?
- Does the article include detailed case study examples from named companies, and are the examples threaded throughout the article to support the points being made?
- Will the article include quotes from other experts who have addressed this issue?
- Will the article include references to research and opposing views to create balance?

Editorial calendar 2014

Issue	Topic	Assignment deadline*	Copy deadline	Ad materials deadline
January	The new leadership culture Tomorrow's leaders will need to have the skills to manage across borders, uphold ethical values and engage with employees with a focus on long-term performance rather than short-term tactics.	Issue closed	Issue closed	Issue closed
February	Millennials: Managing and retaining new talent Millennials, people born between 1980 and 2000, comprise a huge demographic in today's workforce. This issue will explore best practices and strategies for successfully engaging these important stakeholders.	Issue closed	Issue closed	Issue closed
March	Intranets meet social media A "social intranet" can engage employees, foster collaboration and increase productivity, making it an essential tool for organizations.	Issue closed	Issue closed	Issue closed
April	The evolution of digital PR This issue will offer best practices for digital PR, including how to connect and engage directly with your audience, build relationships with journalists and promote your brand via social media.	Issue closed	Issue closed	Issue closed
May	Branding: Inside and out This issue will explore how to turn your employees into brand ambassadors so that they engage your customers and build your brand.	7 February	7 March	12 April
June	Harnessing the power of big data Being able to analyze and use the massive amounts of data generated by social media and other online activity is becoming a critical business skill—in any profession. This issue will provide guidance on how to use "big data" to improve your communication with customers and other stakeholders.	26 March	23 April	9 May
July	Innovation + planning = excellence (Gold Quill Awards special section) This issue will focus on guiding communication professionals through successful communication planning. Plus, we'll spotlight best practices through a selection of IABC's 2014 Gold Quill Award winners.	23 April	21 May	9 June

Issue	Topic	Assignment deadline*	Copy deadline	Ad materials deadline
August	<p>Gamification: Fun and games can be serious business</p> <p>Using game elements in communication to shape audience behavior is becoming an increasingly sophisticated practice. This issue will explore ways to include gaming elements in your communication to engage audiences in a meaningful way.</p>	23 May	20 June	10 July
September	<p>The art of visual content</p> <p>From multifaceted infographics and stunning professional video to social media tools like Instagram and Vine, there is no shortage of visual communication options. We'll look at how to choose the tools that work best with your overall communication strategy.</p>	20 June	21 July	8 August
October	<p>Brand journalism: Creating value and showing results</p> <p>Brand journalism (also known as content marketing) is used to drive engagement by making the brand experience more relevant to the user. This issue will share best practices and explore what makes an excellent brand content strategy.</p>	21 July	20 August	8 September
November	<p>Reputation and transparency: Cultivating your authentic voice</p> <p>This issue will look at what role transparency plays in an organization's reputation—both online and off—and will offer expert advice on how organizations can bolster their reputation by becoming more transparent, open and authentic.</p>	20 August	17 September	10 October
December	Hot topic - TBD	17 September	20 October	7 November

Submissions

Communication World editors welcome queries and story outlines. In order to be considered for publication, submit your article idea as an outline by the assignment deadline. The outline should include a summary paragraph about what the article will cover, as well as additional bullet points

that show how you will support the points you are making. Although content will be discussed and developed with the editors, in general, articles must:

- Focus on external or internal organizational communication.
- Deal with a current or emerging communication issue.
- Support claims with references to current research on the topic (e.g. “in Edelman’s 2012 Trust Barometer...”).
- Include case study examples from named companies (unless the article is purely research-based).
- Be relevant to an international audience (in the use of case studies, statistics, legal implications, language, etc.).
- Not promote any commercial service, product, individual or organization. If you are interested in advertorials or other types of native advertising, please contact Frank Netherwood, sales and sponsorship manager, at fnetherwood@iabc.com.

Please include any relevant information about your qualifications for writing a particular article, as well as up to three writing samples, if you have them. You can send these as email attachments or as links.

Submissions contact

All article submissions and letters to the editor should be directed to:

Jessica Burnette-Lemon
601 Montgomery Street
Suite 1900
San Francisco, CA 94111 USA
Phone: +1 415.544.4700 x741
Toll Free: 800.776.4222
Fax: +1 415.544.4747
Email: cwmagazine@iabc.com

IABC reserves the right to edit letters to the editor and all submitted materials.

Style guidelines

CW stresses clear, straightforward, expository style. When preparing a submission, avoid unnecessary words, lengthy sentences, convoluted paragraphs, sarcasm and jargon. **Articles are edited by *Communication World* staff** for content, organization, accuracy, style, grammar, punctuation, spelling and length to adhere to our professional publishing standards. Although editors try to preserve authors' personal writing styles, final decisions reside with the editors. For style standards, refer to the [IABC Style Guide](#), *The Associated Press Stylebook and Libel Manual* and *Merriam-Webster's Collegiate Dictionary*. The writing style should be conversational, rather than academic.

Remember that the "I" in IABC is for "international." References to local publications, websites, TV shows, movies, radio programs, and political or other well-known personalities in your region may not be recognized in other parts of the world. Holidays, special events and seasons of the year also vary throughout the globe. All articles submitted must appeal to an international readership; references, case studies or interviews should cover a diverse geographical cross-section. If you aren't sure that a particular reference will be understood around the world, provide an explanation.

Manuscript preparation

Once your outline has been approved by CW editorial staff, please submit your manuscript as an MS Word document attachment through email to cwmagazine@iabc.com. Keep formatting simple by using only boldface, italics and tabs.

Feature articles range in length from 800-1,200 words. After you submit an outline, CW's editors will consult with you about the appropriate length for your submission.

Please also provide a one-sentence bio (including your name, job title, organization name, city, state/province and country).

Visual/multimedia features

CW is a fully digital, multimedia publication. Articles should be accompanied by additional

multimedia elements that add to a story and provide additional points of entry for readers, including photos (e.g. a series of photos suitable for a slideshow), surveys, videos and/or audio files, and images of work-product. Please label any photos with captions and credit lines (if applicable). *CW* editors assume that authors hold the copyright to all multimedia and visual elements submitted, or that they have the approval of copyright holders. If you are unsure about copyright status, let the editors know.

If an author has improperly used someone else's work, IABC and IABC staff are to be held harmless of any resulting liability.

Compensation

Communication World articles are published on a non-fee basis. *CW* staff can provide research support for articles once they have been selected for publication. To qualify for this support, please make arrangements with the editors by contacting cwmagazine@iabc.com.

Simultaneous submissions and previously published manuscripts

At the time of submission, authors must inform IABC editors in writing if they have simultaneously submitted their article to other publications, if the article has been accepted or considered for publication elsewhere, or if it has been published elsewhere.

Copyright

Unless other arrangements are agreed on in advance, IABC acquires full rights to articles upon acceptance. Articles appearing in *CW* also may be included in third-party databases, and republished as a part of other IABC publications or on IABC's website.

Material submitted for publication is assumed to be the author's own work. If the author has improperly used someone else's work, IABC and IABC staff are to be held harmless of any resulting liability.

Advertising opportunities

To find out how you can advertise in an issue of *CW*, contact Frank Netherwood at fnetherwood@iabc.com or +1 415.544.4723.

Permissions/republishing requests

If you would like to use an article from *CW* in any of the following ways, please submit your request to www.copyright.com by entering “Communication World” in the “Get Permission” search box.

- Republish all or part of an article in print or online
- Make copies of an article for classroom or business use
- Reprint an article in another publication, including an e-newsletter
- Post to a website or intranet

Contact cwmagazine@iabc.com with any questions.