



## WRITER'S GUIDELINES

### **Our Readers:**

Readers of *Aquatics International* are operators and other aquatics professionals who turn to our 11-times yearly magazine for information on how to run their facilities more safely, profitably and efficiently. General topics of interest include risk management, employee training/retention, budgets/costs, water/air quality, staff/facility management and marketing/promotions. Aquatics pros view our magazine as an unbiased, reliable and important source for this information and the articles that we publish must meet those criteria.

### **General Style:**

*Aquatics International* welcomes contributions from industry experts and researchers. The magazine follows the Associated Press style guidelines as well as some inhouse style rules.

### **Sourcing:**

*Aquatics International* takes great pride in providing accurate, unbiased information. To that end, writers should use reliable, unbiased sources. Journals research or university research is always a good bet. Original research is also welcome as long as it is conducted in a reliable unbiased manner.

For attribution, we use typical magazine sourcing guidelines for both features and columns. This is different from journal sourcing. With magazine style sourcing, the writer gives the source for the information as part of the sentences, not as a footnote or in parenthesis. No bibliography is necessary. On first reference, the source should be identified with:

- First and last name
- Title
- Company name
- City and state of company location

Example: "All experts are welcome to submit articles for publication," said Gary Thill, editor of *Aquatics International*, based in Los Angeles, Calif.

This sourcing guideline is the same for quotations and paraphrasing.

Example: The magazine gives experts who contribute a bio and a mug shot, according to Gary Thill, editor of *Aquatics International*, based in Los Angeles, Calif.

Finally, whether sourcing quotations or paraphrases, second reference requires only the last name of the person.

### **Format:**

Columns or features should be in Microsoft Word, with no formatting, such as bullets or numbering (these must be undone for our inhouse formatting purposes and simply waste time).

### **Word Counts:**

Columns are between 800 to 1,000 words.  
Features are 1,500 to 2,500 words.

### **Features:**

Features are longer articles with multiple sources (between 4 to 8, depending on the topic). They are NOT typically written in the

first person, unless the author is a noted expert. Except for special issues, features are about topics of general interest or importance to aquatics professionals. They are NOT facility profiles. Specific facilities may be mentioned in discussion of a general topic such as use of UV, but these should be used as examples, not profiles. It's a good idea to review past magazines issues or our Web site for examples of past features and approaches to topics.

#### **Columns:**

There are seven different types of columns in *Aquatics International*. All columns are written by experts in the industry. Columnists receive a byline and a bio/mug shot in our Contributors section.

The columns are:

**Tech Talk:** This is a column about equipment or technical issues around the pool or waterpark. It typically deals with a problem and solution that operators may not be aware of. Tech Talk columns are frequently about types of equipment or water chemistry. But the column NEVER uses brand names or advocates one type of equipment over another. Instead it is meant to be a generic discussion about different methods of achieving water quality and smooth operations.

**Bottom line:** This is a column about how to save money, or operate more efficiently. Issues about budgeting, time saving and employment all fall under this category. As with all columns, no brand names are used, and no particular type of product is advocated over another.

**View Point:** This is an opinion column. It is meant to allow professionals a place to air opinions about aquatic concerns. However, opinions expressed must be based in fact and have factual support. The column is not a place to air grievances or attack competitors.

**Risk Management:** This is a column about managing risk around an aquatics facility. It deals with lifeguarding, liability, drowning -- and anything else that may put a facility at risk of a lawsuit or other hardship.

**Water Fitness:** This is a how-to column about water fitness and therapy programs. As such it focuses on showing water fitness instructors and therapists how to do new water fitness exercises and therapy through easy-to-understand written descriptions of the exercises, charts and diagrams.

**Life Savers:** This is a column about in-service training ideas operators can use to keep lifeguards up to speed. It gives operators a chance to see other operators do their inservice training and how they can incorporate those ideas with their own staff.

**Lessons Learned:** This column runs on the back page of the magazine and recounts an incident at an aquatics facility that led to a lesson learned on the part of the operator. It is usually light-hearted in tone and subject. Lessons learned can run the gamut from technical issues, to customer service dilemmas to employee matters.

#### **What to Submit:**

Once you have been assigned an article please note the deadline and plan accordingly.

- We recommend that author's submit an outline prior to writing a draft. Editors can then provide feedback and get a sense of what the article will include, which will help in planning.
- All final drafts should be e-mailed in MS Word format (Font: Times/ Size 12 pt). Along with the final draft, please email a head-shot photo (see below for photo instructions) of the author and a short 1-paragraph bio including professional experience and accolades.

#### **Photos:**

Any accompanying art is appreciated. The assigning editor may have photo requests. All photos can be emailed as attachments along with the article and should include an appropriate caption identifying what's in the picture. Photos should be hi-resolution (300 DPI)