

hanley▲wood
WATERPARKS+RESORTS
TODAY

Writer's Guidelines

Readers:

Waterparks + Resorts Today, a supplement to *Aquatics International* is the only publication devoted exclusively to the management, design and development of waterparks, and resorts with large-scale aquatic amenities. Readers look to this quarterly magazine for information on the latest trends, ideas and issues facing this fast-growing industry segment, and knowledgeable professionals view it as an unbiased, reliable and important information source. Articles run the gamut from customer service trends to water quality management tips and everything in between — all with the focus on the waterpark aspect of the resort.

General Style:

Waterparks + Resorts Today welcomes contributions from industry experts and researchers. The magazine follows the Associated Press style guidelines as well as some inhouse style rules. Articles should be informative in nature. Use of specific brand names is not acceptable, and no particular type of product is to be advocated over another.

Sourcing:

Waterparks + Resorts Today uses 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 *Waterparks + Resorts Today*, 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 photo, according to Gary Thill, editor of *Waterparks + Resorts Today*, based in Los Angeles, Calif.

Subsequent references require *only* the last name of the source.

Format:

Articles should be submitted as a Microsoft Word document. Please use a 12-point Times font and DO NOT include extraneous formatting, such as bullets or numbering.

Word Counts:

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

Features:

Features are longer articles with multiple sources (between 4 and 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 as examples in discussion of a general topic, such as the use of UV. In proposing a feature story idea, a recommended approach is to first review past issues and articles available online for examples of past features and approaches to topics.

Columns:

Columns generally address a more targeted subject and may be written in the first person. There are currently two columns in *Waterparks + Resorts Today* that may be written by industry experts.

What Works is a column focused on how operators might better address some aspect of facility design and operations. Issues with budgeting, construction and development all fall under this category. In general, articles submitted for *What Works* should describe the issue using examples from a specific facility (or facilities) and explain best practices on how it was/should have been addressed.

Rules of Attractions addresses issues related to the design, maintenance and operation of aquatic attractions. Articles submitted for Rules of Attractions can also focus on new trends.

What to Submit:

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

A> Author's are advised to submit an outline prior to writing a draft. Editors can then provide feedback and get a sense of what the article will include, which helps in planning.

B> All final drafts should be e-mailed in MS Word format (Font: Times/ Size 12 pt). Along with the final draft, please email a headshot 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 hi-resolution (300 DPI).