



## Newsletter Submission Checklist

To publish an article in the WISE newsletter, please follow these guidelines:

**For an informational blurb:** (Example: Welcome to Chicago for Safety 2011! We're happy to have you in our city. Here are some areas of interest: . . .")

1. Submit blurb to Elizabeth Sawyer ([esawyer@coopervision.com](mailto:esawyer@coopervision.com)) and copy Kelly Bernish ([Kelly.A.Bernish@disney.com](mailto:Kelly.A.Bernish@disney.com))
2. If you include any images, please be sure they are not copyrighted, and that they are at least 300dpi.
3. No copyright agreement is needed for this type of article.

**For an original article:**

1. Read the "Writing Tips" sheet at the end of this document before beginning your article, and follow the tips provided.
2. Include a brief bio for each author. This should include author's designation, employer, location, responsibilities and degree held.
3. Complete and have all authors sign the "Nonexclusive Copyright Agreement" at the end of this document.
4. If you include any images, please be sure they are not copyrighted, and that they are at least 300dpi.
5. Submit article, copyright agreement, and any photos you wish to run in the publication to Elizabeth Sawyer ([esawyer@coopervision.com](mailto:esawyer@coopervision.com)) and copy Kelly Bernish ([Kelly.A.Bernish@disney.com](mailto:Kelly.A.Bernish@disney.com)).

**For a press release:**

1. Submit press release to Elizabeth Sawyer ([esawyer@coopervision.com](mailto:esawyer@coopervision.com)) and copy Kelly Bernish ([Kelly.A.Bernish@disney.com](mailto:Kelly.A.Bernish@disney.com))
2. No copyright agreement is needed for this type of article.

**For a reprint:**

1. Send a copy of the article as well as the name and date of the original publication to Elizabeth Sawyer ([esawyer@coopervision.com](mailto:esawyer@coopervision.com)) and copy Kelly Bernish ([Kelly.A.Bernish@disney.com](mailto:Kelly.A.Bernish@disney.com)). Elizabeth will work with the Society to gain the needed Copyright Agreement from the original author.

If you have any questions regarding this process, please contact Elizabeth Sawyer at [esawyer@coopervision.com](mailto:esawyer@coopervision.com) or Kelly Bernish at [Kelly.A.Bernish@disney.com](mailto:Kelly.A.Bernish@disney.com).

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Practice Specialty/Brach/Common Interest Group Content  
American Society of Safety Engineers (ASSE)

Title of Article or Submission Topic:

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Authors(s):

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# Writing for ASSE's Practice Specialty, Branch & Common Interest Group Newsletters

The practice specialty, branch and common interest group newsletters are a leading benefit of belonging to ASSE's practice specialties, branches and common interest groups. They provide industry-specific information that readers can use to meet the challenges they face each day.

ASSE relies on you—the professional working in the field—to share your expertise and practical knowledge through the newsletters. Have you considered writing a newsletter article?

## Why Write?

### Share knowledge to expand the SH&E profession's body of knowledge.

Use your expertise in government affairs, regulatory compliance, research and development, and other areas to provide your unique perspective on common problems, lessons learned and successes experienced.

### Offer new ways of thinking about SH&E practices.

By sharing your expertise and experience, you promote discussion about key issues that help to advance the profession.

### Receive professional recognition, enhance career advancement, get rewarded and earn COC points.

When you share your expertise, colleagues and peers begin to view you as a true resource—someone they can look to for sound guidance and professional leadership. In addition to earning the respect of your colleagues, publishing an article is an excellent way to demonstrate that you are an asset to your employer and it is a great

source of personal satisfaction. In addition, the best articles are published in the annual Best of the Best compilation and the top article receives \$150. Published authors can receive up to 1 COC point as well.

### Advance the standard of excellence of your practice specialty/branch/common interest group and enhance ASSE's standing as the leading resource for the professional SH&E community.

Your contribution will help to build and maintain your practice specialty's/branch's/common interest group's standing as a primary source of industry-specific information. It will also help to enforce ASSE's profile as the leading source of cutting-edge SH&E information.

## Writing Tips

### Start and finish strong.

Draw readers in with a solid introduction. For example, begin with a surprising fact or an open-ended question. Conclude with a strong paragraph that summarizes the article and makes readers think.

### Keep sentences short.

For easy reading, sentences should vary in structure and in length, but the average sentence length should be 15 to 20 words. Always favor the simple to the complex. Ask yourself whether the longer word is really needed.

### Avoid unnecessary words.

Nothing weakens writing more than wordiness. Make sure every word carries its own weight. Eliminate excess words.

## Keep action in your verbs.

Use active verbs. They give writing impact by emphasizing action. Write “they developed the safety program” instead of “the safety program was developed by them.”

## Use concrete language.

Abstract words can make writing dull, and they can obscure meaning. Use short, concrete terms that readers can visualize.

## Write in the third person.

This perspective (he, she, they, it) is consistent with standard publishing style.

## Minimize “-ing” words.

These words reduce action. Instead of “inspecting the machine shop is a requirement” say “employees must inspect the machine shop.”

## Relate to readers’ experiences.

Choose words that appeal to the audience’s unique mindset. Words do not have fixed meanings.

## Write to express, not impress.

The best writing expresses complex ideas in clear and simple terms.

## Getting Started

### Discuss your article idea with the newsletter editor.

The newsletter editor can provide information on topics of interest, deadlines and specific material requests. If

#### ASSE Council on Practices & Standards Staff

Tim Fisher, director, practices and standards  
tfisher@asse.org

Krista Sonneson, manager, practice specialties  
ksonneson@asse.org

Jolinda Cappello, communications specialist  
jcappello@asse.org

you are not sure who the practice specialty/branch/common interest group newsletter editor is, refer to the latest newsletter or visit the group’s website on the Council on Practice and Standards homepage, found at [www.asse.org/practicespecialties](http://www.asse.org/practicespecialties).

## Write the article.

Articles should be 1,000 to 2,000 words. Longer articles are acceptable as well, even if we must serialize them. Articles and accompanying visuals should be created in a format that can be sent via e-mail or on CD-ROM. Microsoft Word is the required document format. Visuals must be 150 dpi or higher and saved in JPG, TIF or EPS format. Provide tables in Word and graphs/charts in Excel.

## Define technical terms, jargon, abbreviations and acronyms.

Even if the audience is familiar with the topic, all such items should be defined to avoid any confusion.

## Document facts & figures.

Follow these guidelines if citations are included. By acknowledging the sources for any statistics you cite, statements you make or quotes you include, you enhance the credibility and authority of your article, and you provide readers with information to locate the sources and to conduct further research. Sources should be acknowledged both in text (in parenthetical form) and at the end of the article.

For end-of-article references, include the:

- Name of the author(s)
- Title of the work
- Publication title
- Issue date
- Page numbers
- Publisher (books)
- Publisher’s city and state (books)
- Year of publication (books)

## Sample citations

### Book by one author

Norris, W. (1981). *The unsafe sky: The unvarnished truth about air safety*. New York: W.W. Norton & Co.

## More Helpful Hints

- 1) Pose a question in your newsletter about a pertinent topic and ask readers to submit their answers for publication in the next issue. A continuing piece may be developed based on their responses.
- 2) If you attend or testify at hearings on topics that affect the profession, your testimony can become the basis for an article or the hearing transcript can be published.
- 3) ASSE has representatives on many standards development committees. Find out which standards affect your practice specialty/branch/common interest group and interview the representatives. Contact Krista Sonneson, ASSE’s manager, practice specialties, at [ksonneson@asse.org](mailto:ksonneson@asse.org) for an interview subject or referral.

### Magazine article

Kandel, E.R. & Squire, L.R. (2000, Nov. 10). Neuroscience: Breaking down scientific barriers to the study of brain and mind. *Science*, 290, 1113-1120.

## Include a brief biography.

This should include current designation(s), job title, employer (including location), responsibilities and degree(s) held.

## E-mail your article to the respective newsletter editor.

Follow up with the editor to ensure that the article was received and to verify whether it will be used.