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 recertification 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 demonstrates your value to your employer and it is a great source of personal satisfaction. Published authors can receive up to 1 recertification 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 helps build and maintain your practice specialty’s/branch’s/common interest group’s standing as a primary source of industry-specific information. It adds to ASSE’s standing 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.
Make sure every word carries its own weight. Eliminate excess words.

Use action verbs.
Active verbs 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 make writing dull, and they 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.

Vary sentence openings.
Avoid starting several sentences with the same word. Pay close attention to sentences that begin with common words, such as “the” or “this,” and conjunctions such as “but” or “and.” Think of different ways in which such sentences might be reworded for variety.
Getting Started
Discuss your article idea with the publication coordinator.
Contact the publication coordinator to learn about topics of interest, deadlines and specific material requests. To locate a group’s publication coordinator, visit www.asse.org/practicespecialties, follow the link to the group’s webpage and look for the Advisory Committee listing.

Write the article.
Articles should be 1,000 to 2,000 words. Longer articles are acceptable but may be serialized. Articles should be created in MS Word and be double-spaced. Figures and tables should be created in MS Word or Excel and provided as separate files. Photos should be 150 dpi or higher and saved as JPG or PNG.

Define technical terms, jargon, abbreviations and acronyms.
Even if the audience is familiar with the topic, define all such items to avoid confusion.

Document facts and figures.
Acknowledge the sources for any statistics cited, statements made or quotes included. This enhances the article’s credibility and authority and provides readers with information to locate the sources and to conduct further research. Acknowledge sources both in text (in parenthetical form) and at the end of the article.

APA referencing style is preferred. Two sample citations for common reference sources are noted below. For additional guidance, visit www.apastyle.org.

Sample Citations
Book by one author

Magazine article

Include a brief biography.
Include current designation(s), job title, employer (including location), responsibilities, and degree(s) held and granting institution(s).

E-mail your article to the respective publication coordinator.
Follow up to ensure that the article was received and to verify whether it will be used. To locate a group’s publication coordinator, visit www.asse.org/practicespecialties, follow the link to the group’s webpage and look for the Advisory Committee listing.

Helpful Hints
When writing for practice specialty, branch and common interest group technical publications, you will generally have a very specific audience in mind. To confirm your article’s relevancy, ask yourself these questions before writing:

Why is my audience interested in this topic?
What does my audience already know about this topic?
What does my audience need to know about it that I can share?
What experiences has my audience had that could influence them about this topic?
What do I want my audience to gain from reading my article?

Include a brief biography.
Include current designation(s), job title, employer (including location), responsibilities, and degree(s) held and granting institution(s).

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Enhance workplace safety across industries and around the globe by sharing your industry-specific expertise and practical knowledge.