

INTERNATIONAL Cemetery & Funeral MANAGEMENT

Official publication of the International
Cemetery & Funeral Association

AUTHOR GUIDELINES (page 1 of 2)

International Cemetery & Funeral Management is the professional membership publication of the International Cemetery and Funeral Association. Its international readership includes individuals from every area of the memorialization and remembrance field. Our readers are committed to the advancement of the cemetery and funeral industry, and most play active roles in operating and managing cemeteries, funeral homes, crematories and monument dealerships. They include industry owners, managers, sales people, maintenance workers and suppliers.

The magazine serves as a forum for presenting and discussing important issues related to our industry, including the presentation of minority or conflicting points of view. **The magazine's primary purpose is to offer practical information to promote the development of the industry and those working in the field.**

■ What Kinds of Articles Do We Want?

We are very open-minded—as long as the article idea is interesting and relates to our industry. If you have not written for us before, send us a written query about your idea. Tell us who you are and what kind of article you wish to submit. We'll let you know if your idea has possibilities. If you have an article that is already written and conforms to these guidelines, send the completed manuscript. We will respond as soon as possible, usually within four to six weeks.

We are interested in a variety of articles, particularly **“how to” pieces featuring practical advice based on actual experience, articles outlining new programs and innovations in the industry, and articles on how professionals in the industry handle controversial issues.** We also accept opinion pieces and personal accounts of on-the-job experiences. In general, we are looking for articles that are organized, current, interesting and well-researched. There should be news, information or an opinion behind the story. We want to print news our readers can use to better understand their jobs and the critical issues they face from day to day.

■ What Makes a Good ICFM Article?

Magazine articles usually are organized in a simple format. First is the introduction section. This captures the readers' attention and lets them know what the article will be about. It orients them to time and place and tells them why the subject is important enough for them to take the time to read about it. **Anecdotes and sample situations are often useful in the introduction**—they can serve as an interesting way of drawing the reader into the topic.

The middle section of the article develops the topic. This is the meat of the article and should explain, simply and clearly, the important points you'd like to make about your topic. When writing this section, try to put yourself in the readers' place. Develop each idea individually, and **use specific examples to illustrate your points.**

The final section is the conclusion. This should restate the main point of the article and should include any evaluations or recommendations you may have. You also can include in this section your personal insights, lessons learned about the topic, etc.

If you are having trouble organizing your thoughts, sit down with a coworker or friend and tell him or her

your idea: "I am writing an article about X because I want people to know A, B and C." Then write it!

Finally, your article doesn't have to be perfect. Our editors will help you enhance it if it is accepted, but it is up to you to **give the article real meaning and focus.**

■ Suggestions on Style

There are a few things you can do to make your article come alive for readers. First, you should be familiar with the magazine and the types of material we publish. **Reading ICFM is the best way to figure out how to make your article fit our readers' needs.**

Second, you should try to write clearly. In "The Elements of Style," William Strunk makes these suggestions:

- use active rather than passive verbs;
- be specific, concrete and definite;
- don't overstate; and
- avoid fancy words and jargon.

■ Submission Specifics

Please use the following guidelines for submitting your manuscript:

- Manuscripts must be typed and double-spaced. If you have an electronic version of the article (in Microsoft Word or WordPerfect), you may send a copy of the disk or e-mail the file. Submit to: Managing Editor, ICFM, 1895 Preston White Drive, Suite 220, Reston, VA 20191; fax (703) 391-8416; e-mail sloving@icfa.org.
- Average article length is about 1,500-2,000 words; however, articles of any length will be considered.
- Include your name, title, company name, address and office or home phone number on the article.
- **You must notify the editor in writing at the time of submission if you are submitting the article to any other publications. ICFM is a copyrighted magazine.** (Many other industry publications receive our permission to reprint articles *after* they have appeared in ICFM.)
- Avoid using too many references; however, any references discussed in the article must be cited at the end of the article.
- Include a resume or biographical information with your article.

■ Illustrations

The managing editor will want to talk to you about artwork to run with the article. We will want a head shot of the author, as well as pictures or other artwork to illustrate the topic. We can use color or black-and-white slides, negatives, transparencies or prints. These must be high-resolution (300 dpi) images suitable for print publication; digital photographs, for example, are fine for the Internet but usually are not suitable for print publication.

■ If Your Article is Accepted

Articles published in ICFM will be edited for readability and to conform to ICFA style. Authors will be given an opportunity to review the edited version of their article before publication. The association reserves the right to write article headlines, subheads and photo captions and to illustrate articles with art or file photos when more suitable graphics are not provided by the author.

While ICFA may schedule an article for a designated issue of ICFM, we may pull it at any time or bump it to a later issue due to space restrictions or other reasons.

ICFA/ICFM; 1895 Preston White Drive; Suite 220; Reston, VA 20191



Thank you for your interest in contributing to ICFM.

For more information, contact:

Managing Editor Susan Loving

1-800-645-7700, extension 222; FAX (703) 391-8416; sloving@icfa.org