

# THE PRINCIPAL NEWS

## Magazine Submission Guidelines

### Writing for *The Principal News*

Thank you for your interest in submitting an article for *The Principal News*. The Association of Washington School Principals welcomes articles that enhance our readers' understanding of key educational issues and builds the capacity of principals and assistant principals as building administrators.

Articles should be grounded in practice, contain reflection, stress implications and discuss challenges. Articles are evaluated based on their timeliness, relevance, originality and readability.

Please consider the following guidelines as you compose your article for our award-winning publication.

### Submission Requirements

- Each issue of *The Principal News* is developed around a theme. Some articles will be submitted specifically for that theme; others will be for general information and use throughout the publication.
- **General purpose articles** should run between 400 - 500 words in length, and should be written in a conversational yet professional style. Our readers value information from fellow educators and appreciate any tips or tactics contributing writers may have used to affect change.
- **Feature articles** (including articles connected with the issue's cover story or theme) may be a bit longer: between 500-700 words. These articles should also reflect a conversational format. Accompanying sidebar articles should be shorter, about 100- 200 words; bullet points are encouraged.
- **Book reviews** should run between 300-350 words in length. Reviews should contemplate how the ideas in this book translate into the work of school leaders and/or how the book might apply to the K-12 world.
- Articles must be submitted electronically in MS Word for a PC. Please format all articles in 12 point Arial font.
- Articles must indicate the author's:
  - Name
  - Professional Title
  - School/Organization
  - E-mail address
- Articles must include a suggested headline. Headlines should be indicated in 22 point Arial font.

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## Submission Requirements, continued

- Please spell out all acronyms on first reference and avoid jargon whenever possible. *The Principal News* adheres to the Associated Press Style Guide for all style matters.

## Important Considerations

### Photographs

- All articles must be accompanied by a head-and-shoulders style photo of the author or authors. Photos must be submitted digitally at TIFF or JPEG files at 300 dpi.
- *The Principal News* is happy to include supporting photos with each article. Please include a photo credit and a brief caption for each photo submitted. Captions should identify the image and any persons appearing in the shot. Any photos that include students must be accompanied by proof of photo waivers releasing use of that student's image.
- If no appropriate or useable photos are submitted, AWSP will select stock images or file photos to enhance the article.

## Permissions

- Writers using an extended quotation (including charts, graphs and tables) from another publication must obtain permission from that source before submitting the article to *The Principal News*. The permission must accompany the submission, and appropriate credit must be noted in the article.

## The Submission Process

- Please submit all articles electronically to:
  - Jennifer Fellingner, Editor, *The Principal News* at [jennifer@awsp.org](mailto:jennifer@awsp.org).
- Articles may be edited for length, grammar, style and punctuation. Feel free to contact the Association for writing and editing assistance.

## Questions?

Jennifer Fellingner, Managing Editor

-or-

Caroline Brumfield, Editorial Assistant

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