

Editorial Guidelines

Quality Digest and our related e-media are proud to be written by the people who know our industry best—our readers. Because we receive a large number of unsolicited manuscripts, we request that before sending us an article, you first send us a letter, fax or e-mail outlining the article that you would like to write for us. This saves authors considerable time writing articles that we are unable to accommodate.

Here is the process for submitting editorial:

1. Send a query letter or e-mail outlining your article—no telephone calls, please. If you've been published before, send clips of previous articles with your query letter. Send your query letter to:

For Quality Digest magazine:

Dirk Dusharme, Editor in Chief
555 East Ave.
Chico, CA 95926-1204
Fax (530) 893-0395
E-mail: dwdusharme@qualitydigest.com

For our e-newsletters:

Anthony Porter, Director of Online Media
555 East Ave.
Chico, CA 95926-1204
Fax (530) 893-0395
E-mail: aporter@qualitydigest.com

2. If you are contacted by us and requested to develop an article, please remember that we cannot guarantee that your article will be published or that it will run in a particular issue. In addition, we do not pay authors for articles. If your article appears in Quality Digest, you will receive five copies of the issue in which your article appears.

3. Follow one of the formats presented below when writing your article:

■ **The how-to format.** This type of article explains how to implement a suggested idea. It should clearly explain

the topic, cover the steps of the implementation process, and present possible problems and a list of probable benefits.

■ **The problem-solution-benefit format.** This type of article presents a problem, explains what steps were taken to arrive at a solution, describes the implementation of the solution and covers the benefits of the solution.

■ **The case-study format.** This type of article examines how an organization implemented a process, complete with reasons for implementing the process, the steps taken in implementation, problems encountered and the benefits of implementation.

4. Please adhere to the following word count requirements. For Quality Digest, submit manuscripts of no fewer than 2,000 words and no more than 3,000 words (unless you've directly been asked to do otherwise by an editor prior to submission). Guest editorials should be as close to 900 words as possible. For our e-newsletters, the word count should be between 1,500 and 3,000. Please check with the editor assigned to you regarding the word count before writing your article.

5. Submit any charts, graphs, artwork or photographs you believe would assist the reader in comprehending your topic. In addition, we ask those submitting articles to include a short biography (50

words or less) for each author covering his or her quality-related qualifications/experience.

6. Include quotes in your article whenever possible. Please inform those whom you are quoting that you are quoting them, and please include their titles after their names. If you are quoting from a book or periodical, please provide the full title, publisher and publication date after the quote.

Note: Plagiarism is a serious affront to intellectual integrity and constitutes intellectual larceny. In short, plagiarism is offering someone else's work as your own, whether a single sentence or entire paragraphs, and whether from an Internet source, book, periodical or the writing of a colleague. When submitting work, it is your sole responsibility to ensure you have neither violated the moral nor the legal definition of plagiarism. The best policy is to attribute any material in question. If you need further assistance in determining the necessity of an attribution, contact the editor to whom you are making the submission.

7. Be patient when waiting to hear from us. Because we receive a large number of query letters and manuscripts each day, we ask you to allow at least 90 days after we receive your query letter or manuscript for a reply. When following up, please use e-mail.