

STC Writing and Submission Guidelines

Many of the articles that appear on the STC Canada West Coast website are written by volunteer technical communicators looking to hone their craft, gain valuable writing and feedback experience, and make contacts with other technical communicators.

This guide is intended for those who wish to write and submit articles for consideration by the STC Canada West Coast chapter.

Article Length

A good target length for blog posts/articles is between 500 - 700 words. However, consideration will be given to longer articles where the subject matter warrants, or there is interest from the community. Longer articles may be serialized into parts. STC Canada West Coast chapter retains the right to edit all submitted material.

Topics

Topics should be relevant and of interest to those in the technical communications industry - or those looking to join the community for the first time.

Suggested topics are listed under Volunteer Opportunities on the STC Canada West Coast website. If you have a suggestion for a topic, please email vp@stcwestcoast.ca to discuss your idea further.

Tone and Rhetoric

The tone and voice of an article helps establish a relationship between the writer and the reader. Contributors to the STC Canada West Coast publications should strive for the following in their writing:

-Empathy - shows understanding of intended audience (new or experienced technical writers, business owners or managers, human resources staff, etc.)

-Friendly - a conversational tone builds an instant rapport with your audience while also making the article easier to read. (i.e., Talk *to* your audience, not *at* them).

-Humour - while humour can be used to good effect, it is important to be cautious in its use as it can confuse and even offend those who do not understand the context in which the author intended it.

Content Formatting and Layout

All STC Canada West Coast articles are published on the Word Press platform and content will be published in the style(s) dictated by the CSS for the site.

Volunteers wishing to submit articles should use the following guidelines:

- Articles should be submitted as Microsoft Word files (DOC or DOCX).
- Default MS Word headings are preferred.
 - I.e., article titles use Heading 1, and other sub-headings should be used as needed up to Heading 3. If you require sub-heads beyond that, please consider revising the structure of your article.
- There is no preference for font type or size, but please ensure the Word document is in a font that is easily readable for the editors and other STC volunteers who may work with your article prior to publication (Times New Roman, Arial, Courier New, Verdana are all highly readable fonts).

References

All references to other works (books, magazines, online etc.) should be included using the *Chicago Manual of Style* format(s).

More in-depth information is available online via the [Chicago Manual of Style citation guide](#).

Article Submission

Articles should be submitted via email to vp@stcwestcoast.ca

Graphics

Graphics (in jpg format) to accompany your article should be submitted along with the final draft of your article.

Please ensure that you have obtained permission/licence(s) for graphics that are not your own original work. If you have had to get permission for a graphic, please include that information with your final draft submission so the information can be recorded properly for the website.

Keep in mind that the published size of the image is 210 x 210 - so your chosen image should be one that can be cropped to fit within those dimensions. Preferred size is less than 1MB.

Publishing Rights

Authors retain all rights to submitted and/or published work.

Please note that STC Canada West Coast does not accept previously published material.