

Southern Communicator

Notes for Contributors

by Southern Communicator Editorial team

Your article

Please submit the following:

- Your article in Microsoft Word format, Normal style for body text and heading styles for headings.
- A short précis of your article (up to 20 words).
- Include a photo of yourself and a short (less than 50 words) biography.

Notes:

- Please include URLs or links for references used in your article.
- Southern Communicator is also published on the [TechCommNZ](#) website and submission of articles for publication in the journal signifies permission to publish in both media.
- If anyone makes a request to us to re-publish your article in another publication, we will contact you for your permission.

Length

Articles may cover between one and three pages. Detailed articles of exceptional interest may run to four pages or may be more effectively divided into a series of shorter articles; please discuss this with the editor.

As a rule of thumb, reckon each page is about 600 words (fewer if it has several graphics or tables).

See "Changes to articles" below.

Structure

Bear in mind the need for visual appeal and readability:

- Use headings and sub-headings to chunk information.
- Try to avoid the use of more than two heading levels below the main headline.
- Use lists to structure text; number items where the order is significant and otherwise use bullets; try to avoid more than one level of items within a list.
- Consider providing material for sidebars, pull-quotes or panels and identify them appropriately.
- If appropriate, use illustrations, photos or other graphics to add interest and break up a long article.
- Provide caption text for any tables or images.

Illustrations

Where possible, provide images to illustrate text. Embed the image in the article at the required location, but also send us the original image as a separate file.

We prefer a common format such as JPG, GIF or PNG. For raster formats, save at a high resolution, with

minimum compression settings. Avoid converting vector graphics into raster formats.

For screen captures:

- Save in a non-lossy format, such as GIF or PNG.
- Do not resample; that is, do not artificially remove or add any pixels.
- Do not encode a file with an indexed or subset colour palette, unless your image editing application provides the option to use a Selective/Perceptual palette (this avoids the introduction of noise, artefacts and banding into the image).

Tone

We aim to achieve an authoritative but readable tone in Southern Communicator. Avoid extremes of both formality and chattiness: the tone of modern user guides is generally acceptable.

Active voice

Use the active voice wherever possible to keep your writing direct and clear.

Quotes

Use Microsoft Word smart quotes (‘ ’ and “ ”) rather than plain quotes (' ' and ").

Use single or double quotes as shown in these examples.

- Single quotes around 'special' terms.
- He said, "Use double quotes around direct quotations."

Spelling conventions

AUS/NZ/UK spelling is required. US spelling will be edited to AUS/NZ/UK spelling if necessary.

Commonly used abbreviations & acronyms

The following table lists some commonly used abbreviations and acronyms and their preferred alternatives.

Note: If the abbreviation or acronym is used in a direct quote, it should be presented exactly as used in the original text.

Use...	Rather than...	Description
that is	i.e.	Clarification
for example	e.g.	Examples
ICT	I.C.T.	Information and communication technology
US\$	\$	US dollars
AU\$	\$ or \$AU	Australian dollars
NZ\$	\$ or \$NZ	NZ dollars

Terminology

Use the terminology in the following table.

Use...	Rather than...
Internet	internet
online	on line on-line
technical communication	technical writing
technical communicator	technical writer
website	web site
email	e-mail

Formatting tables

Please format text in tables using the same styles that you are using in the body of the document. For emphasis, you may apply **bold** formatting to column headings if you wish.

Formatting your text

Please apply un-modified styles to all text. Use:

- Single-column format (we will reformat later to use two or three columns depending on layout requirements).
- **Heading 1** style for the title of the article.
- Standard heading styles (**Heading 2**, **Heading 3** and so on) for headings within the article.
- **Normal** style for body text.
- The standard bullet and numbering features to format lists, as required.
- A table structure (rather than simple tab settings) to space information horizontally.
- **Caption** style for captions for tables or illustrations.


Do not insert blank lines and additional spaces to spread out the work.

Character formatting conventions

When necessary, please use the following style over-rides in Microsoft Word:

- **bold formatting** (Ctrl+B)
- *italic formatting* (Ctrl+I).

Various character formatting conventions are shown in the following table:

For names of ...	Use ...	Examples
Menus and menu items, dialog boxes, forms, fields and so on	Bold formatting	Select File > Save As The Properties dialog box The Family Name field Click OK .
Icons on toolbars	Use a graphic	Click  (use this instead of 'Click the Open icon')
Code (in macros for example)	Code style	<code>ActiveWindow.Selection.bold = True</code>
Quotes, references or emphasis	<i>Italic formatting</i>	In the <i>What's new</i> chapter. She's <i>really</i> trying hard.
URLs	Hyperlink style	Visit http://www.dfat.gov.au
Keys on the keyboard	Bold formatting Use + to indicate pressing two keys together.	Press Alt+F9 . Use PgUp and PgDn to navigate, then press Enter to select.

Changes to articles

All articles are edited before publication. The editor may make minor changes to articles without consulting you. Typical changes include:

- correcting any spelling, grammar or punctuation errors
- minor rewrites of sentences to make meaning clear
- deletions for space reasons
- minor reorganisation to make meaning clear.

If the editor considers that more extensive changes are required for any reason, he or she will contact you to discuss possible courses of action. These may include:

- having you rewrite the text in question
- getting your permission to rewrite or remove the text in question.

Please understand that while every effort will be made to contact you to get approval for major changes, we reserve the right to publish edited articles without consulting you.

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