




Writing for INCITE – 2024

INCITE is the premier magazine for the library and industry sector magazine - and writing for magazines can be a little bit different from what you may be used to doing for other audiences and purposes. The tone is 'light' - we aim to both inform and entertain by keeping the things conversational rather than formal whilst adhering to the *INCITE* style (see below) We have a wide range of readers at all levels of the profession as well as outside of the sector and our objective is to include content relevant to all readers of the magazine.

Here are a few key things you need to know when preparing an article for *INCITE*, some guidelines on how to submit an article and the answers to some frequently asked questions about our house style. If you would like to discuss an article idea or have more questions, please email the editor at incite@alia.org.au.

PLEASE NOTE: We are happy to receive media releases as a source of information but we do not publish in that format so please do not submit a media release as an article pitch. We are also not accepting advertorials at this time.

- **Length:** Article lengths vary in the magazine, depending on available space and on the actual topic:
 - **Feature articles:** up to 1000 words
 - **Shorter articles**, such as sector news, event reports: 250 to 500 words
 - There may be scope for **longer articles**, but these should be discussed with the editor prior to submission
- **Images:** Photos, graphics, diagrams or illustrations must be print quality with a minimum of 300 DPI, submitted in JPG or TIFF format. Each image or illustration should be provided as a separate file. When applicable, we like to receive both portrait and landscape oriented versions of images, as it gives our designers more scope when laying out the page.
- **Image permissions:** If you are providing images, you will need to have permission from anyone identifiable in the picture for their use both in print and online. For all other images or graphics, you will need permission for reproduction in print and online (you don't need to provide permissions to us, but you do need to have them). If providing an image available through Creative Commons, please provide the correct CC licence image credit.
- **Image captions:** if you have also sent images or illustrations, include the details for these, including captions at the end of your article, along with the specific file name for each individual file. You must include the name of anyone identifiable in a photo, where it was taken and what it is of. And remember you must obtain the permission of anyone appearing in a photo for its use both in print and online.

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- **Formatting:** articles should be submitted as Word documents, use 12 point Times New Roman font, 1.5 or double spacing and include no other formatting (eg no bolding, centring etc of text), and no images embedded in the document.
 - **References:** In *INCITE*, we don't use footnotes, references or bibliographies. Simply include the title, author and date of publication within the body of your article in sentence form (more details on that in the style hints below).
 - **Hyperlinks:** *INCITE* prefers short URLs because they are easier to read or copy. If you are referencing a long or complicated URL, please consider using a program such as bitly (www.bitly.com) to reduce it. We don't include the 'http://' in URLs.

How to submit

- **Pitch your article:** Head to the [Write for INCITE page](#) on the ALIA website and fill out the online article pitch form. You will need to provide basic contact details, a short summary of your article, and suggested images (optional). The editor will contact you to discuss the article's suitability for *INCITE*.
- **Submit your article:** When your article is ready for submission, email it with accompanying images, if any, to incite@alia.org.au

Your article will be edited prior to publication for house style and length. If you want to submit a longer article, or have an idea for an article, please contact us as soon as you can so we help with advice and guidance as you are writing.

INCITE Style Tips

- **Full stops and spacing**

Please insert one space only between a full stop and the first letter of the next sentence.

- **Spelling**

INCITE uses Australian spelling for words such as realise, globalise, and so on. For more information, see [The Style Manual for authors, editors and printers](#).

- **Abbreviations**

Any abbreviation used must be in full for the first use with the abbreviation shown in brackets, after that you can use the abbreviated form. For example,

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- Open access (OA)
 - Council of Australian University Librarians (CAUL)

Be especially careful with the term LIS as it can mean library and information studies, services or sciences. We need to know which one you mean!

Exceptions: There are a few exceptions to this rule: ISBN, IFLA.

- **Names**

Titles of books, journals, magazines and things such as television programs and artworks are italicised. Titles of events such as conferences are not italicised. Quotation marks are not required. For example:

- *The Da Vinci Code*
- *Crimestoppers*
- Disaster Preparedness Planning Workshop

We don't capitalise words such as internet, world wide web, or any terms other than proper names written in full.

The word 'library' is only capitalised when referring to the full name of the library, for example, The National Library of Australia. In sentence form, the word is almost always lower case. This is also true for words like program, catalogue, university, and school. For example,

The library has extended open hours.

Students at the university can now access the library's programs 24 hours a day.

It is easy to log on to the school's library catalogue.

- **Numbers**

INCITE uses the word form for numbers from one to nine and numerals for numbers from 10 onwards, with commas to separate large numbers (this assists readability). We also use an 'en dash' with no spaces between numbers when writing a range of numbers. (An en dash is an elongated dash.) For example,

- There were seven participants
- It is estimated 11,000 readers will participate nationally
- During the period 2010 - 2012

Where possible, try not to start a sentence with a number.

For percentages, *INCITE* uses the % sign rather than the word form.



- **Dates**

Our house style for dates is 'day month year' where they are given in full. We don't use 'st' or 'th' at the end of dates. For example,

- 'On 24 October, our group met to develop a plan for a new approach to ebook education.'

If the year is obvious, such as 'last October we presented a series of workshops', this will be acceptable to keep in line with the conversational tone of the magazine.

- **Hyphenation**

INCITE uses a hyphen in compound words and an 'en dash' between parts of a sentence. Always use a space either side of an en dash. For example,

- Well-recognised
- This is important – particularly in libraries

We do not use hyphenate 'part time' or 'full time' and we don't use hyphens in phrases such as up to date, face to face.

Words such as elist, ebook, emeeting are not hyphenated or capitalised (unless the word is used to begin a sentence).

- **Describing the profession**

We prefer to use the form 'library and information professionals' when we are describing the full breadth of workers in our industry. This includes library technicians (the term paraprofessionals is no longer used by ALIA).

Terms for specific groups are also accepted, for example 'library technicians' 'new graduates' and so on.

- **Referencing a publication in the text**

To make reference to a publication, you need only to include the author, title and year of publication in a sentence. For example:

- In their 1996 report, *Digital Futures*, Mark Smith and Jane Jones wrote, 'There is a whole new world out there and it is ours for the taking'.

The only exception to this is for the LIS Investigations column or where a number of key references are the main topic of the article. In these cases, we use the **Chicago Manual of**



Style referencing system. References to be used this way should be supplied as a single list at the bottom of your article and only with prior approval from the editor.

To reference a URL, simply include the URL in brackets, with the ‘http://’ deleted, for example

- (www.alia.org.au).
- **Direct quotations** from a publication or person should be placed between single quotation marks, for example:
 - ‘The last thing we need is censorship,’ said Mr Smith.

‘The dictionary defines the word library as a "collection of books or place in which it is kept’.

- **Lists**

In most cases we cannot include long bullet point lists in articles as we just don’t have the space. If this content is essential, it can either be included as a list within the text, separated with commas (eg apples, oranges, and pears) or, in some cases, it may be considered for laying out as a separate ‘box’ or ‘break out’ alongside the article.

If you have content like this and aren’t sure how to format it, email incite@alia.org.au and ask – we will help you resolve the issue before you submit your article.

- **Use the active and modern voice**

Whenever possible, choose the active voice and modern, conversational language. For example:

- ‘**We purchased** comfortable chairs’ rather than ‘comfortable chairs **were purchased**’
- ‘**Among** the new options...’ rather than “**Amongst** the new options...’
- ‘The participants **learned** what it is like to be...’ rather than “The students **learnt** what it is like to be...’
- ‘We **used** a variety of platforms’ rather than “We **utilised** a variety of platforms’



- Advertising and advertorial content

We are happy to receive media releases as a source of information but we do not publish in that format so please ensure you provide contact details for us to follow up for a story. We are unable to accept case studies or academic abstracts for publication.

While we love to hear about new products, services and ideas, we do not offer advertising in our editorial content. Advertorial can only be accepted as advertising and will be identified as such. *INCITE* accepts display advertising under the terms and conditions as indicated in our booking contracts and on our website.

For more information on advertising requirements, contact Liz Bradtke on (02) 6215 8221 or advertising@alia.org.au.