

## **Member News magazine author guidelines**

<b>Change history</b>			
<b>Version</b>	<b>Author</b>	<b>Date</b>	<b>Summary of changes</b>
3	David Biggins	3/12	Magazine frequency references amended

*Member News* is a publication of the Institution of Engineering and Technology (IET). Published regularly, it is a news magazine that serves the IET's active member community who share our common vision of **working to engineer a better world**.

*Member News* underpins our mission: **to inspire, inform and influence the global engineering community, supporting technology innovation to meet the needs of society**. The IET is global, interdisciplinary and inclusive of all engineering professionals. As such, *Member News* reflects and reports on the efforts of those members working in the different spheres of Institution activity. This is achieved by having a range of articles in each issue, where possible, written by members. We are looking for news, features, opinion pieces and obituaries of prominent members. We are particularly interested in contributions that:

- provide practical career help based on real life examples
- highlight inspirational role models for engineers of the future
- showcase IET Local Network and Technical and Professional Network activities
- reflect on the benefits of IET membership
- profile important member achievements
- recognise the contribution made by volunteering activities
- communicate the subject areas of interest to the readership (e.g., articles relating to engineering, technology or professional registration).

### **Length and style**

News stories in *Member News* are around 150-250 words long, and follow the standard news structure. Extended news stories or news features, with added comment and perspective, are in the region of 300-500. Features can be anything from 500 to 800 words. Obituaries are around the 200-300 word mark and draw on a member's life and career, including achievements and any Institution activities with which the member was engaged. A high-resolution photograph with a concise caption should also be supplied.

Articles should be in a narrative style with lists and bullet points kept to an absolute minimum. Longer articles should try to remain direct and to the point, introducing comment in the form of direct and paraphrased quotation to illustrate and substantiate points raised.

Articles should be self-contained and should not have references to other work.

## The copy style

While writing copy, make sure that it is:

- clear
- targeted
- engaging
- thoughtful
- professional
- authoritative.

Make sure the piece is factually correct and free of cliché. Keep copy punchy and to the point. Don't use a long word when a short one would do.

Before you submit a piece of copy, ask yourself whether it:

- is appropriate for the target audience
- delivers a clear benefit or message
- is intelligent and thoughtful
- supports the broader brand values and positioning of the IET.

## General Writing Guidelines

To ensure quality and consistency please follow the IET Writing Guide. Articles that depart from the guide may not be published.

If you are working on behalf of a third party (e.g. as a freelance writer), or if you quote someone in your article (whose quotes are not already in print), we must receive a completed [consent form](#) from the person in question.

If you are an authority on a relevant subject, you may write a feature article using the first person (e.g., using *I* and *we*) however, please contact [membernews@theiet.org](mailto:membernews@theiet.org) to obtain permission to write from this perspective beforehand. If you are asked to write in the first person, you must also provide a high resolution photo of yourself as well as submit a one line biography to accompany the article.

## Images

Authors are particularly encouraged to submit photographs with their articles, which should be provided as digital images. Images sent by email should be scanned at 400 dpi for a 155x102 mm (4x6 inch) sized picture. If images are not readily available to you, suitable graphic material may be sourced. All photographs must have a clear caption that describes the image.

## Member News online

The requirements outlined above are also applicable for submissions to [Member News](#) online.

## Submission

To improve your chances of publication, it is advised that you contact *Member News* magazine ([membernews@theiet.org](mailto:membernews@theiet.org)) before you begin writing. Stories

must be considered relevant and interesting for IET members.

Articles should be submitted by email, or by post on a CD or USB in Microsoft Word or a compatible word processing format. The IET reserves the right to reject articles.

**Contributions can be mailed to:**

*Member News*, Institution of Engineering and Technology, Michael Faraday House, Six Hills Way, Stevenage, Herts. SG1 2AY, UK

**The editing process**

If accepted, your article will be edited to suit the style of the magazine and to fit the space allocated, if necessary. Please also note that the IET reserves the right to change the headline, standfirst and paragraph headings of articles. In addition, stylistic changes may be made to the text without your consent to ensure that it conforms to house style and reads appropriately for the magazine's audience. In some cases, it may be necessary to shorten (summarise or delete) parts of the article to fit into the space it is allocated during the design process.

**Copyright**

Bye-law 93 of the IET requires that, wherever possible, the copyright in articles accepted for publication shall be owned by the IET in order that it can be reproduced online and in other publications. This is in line with common publishing practice. While this formal requirement may seem somewhat intimidating, authors can be assured that their rights over articles, other than copyright, will remain unaffected. In particular, authors are able to reuse all or portions of the article in other works, with appropriate acknowledgement to the IET. Authors also retain the right to re-work the intellectual content of the material for other purposes. By writing an article for *Member News*, the author is agreeing to the above conditions in full.