



EDITORIAL GUIDELINES



Editorial Guidelines

All editorial content published in IEEE-USA Insight shall adhere to guidelines for impartiality, accuracy and integrity as addressed in this document.

Content

IEEE-USA INSIGHT is a free, online newsletter featuring timely, concise, informative and authoritative articles, essays and opinion pieces on the career and policy issues that are affecting the careers of U.S. IEEE members and shaping the modern technology professional's workplace. Article will fall within within one of the following four categories:

Careers

Career topics may include, but are not limited to: tips for conducting a successful job search, communicating effectively, negotiating salary, building management skills, gauging and maximizing individual or team performance, effectively utilizing social media and new technologies, networking for success, strengthening engineering skills and competencies, the benefits of professional licensure, learning about patent and trademark protections, identifying and learning more about innovation and entrepreneurship opportunities, and sharing successful business practices.

Policy

Examples of policy topics include: high-skills immigration, patent reform, research and development in the federal budget, comprehensive energy policy, communications policy, cybersecurity and privacy, U.S. innovation and competitiveness, and ensuring a top-notch technology workforce to ensure prosperity and security in the United States.

@IEEE-USA

IEEE-USA INSIGHT will also include articles on IEEE-USA's core activities, products & services and events, including recurring columns on volunteer leaders, reviews of new IEEE-USA E-

Books, IEEE-USA's government relations activities, the student's voice, young professional activities, new products and services, conferences and events, webinars, and other relevant topics.

Views

Informed opinions and editorials are invited from thought leaders within and outside IEEE on topics that are affecting the lives and livelihoods of U.S. technical professionals.

INSIGHT feature articles should:

- Raise awareness, educate members on an issue that makes an impact on the lives of IEEE members in the United States
- promote engagement and participation in IEEE-USA activities, and encourage commitment to professionalism
- be short, concise and oriented toward individual action and impact
- provide information on professional topics of interest, including career development and planning, governmental actions and advocacy, and professional (non-technical) career concerns such as intellectual property, entrepreneurship, ethics, and workforce trends
- Wherever possible, reference what IEEE-USA and/or IEEE is doing to address the issue. However, the emphasis of the piece should be on the issue and the professional implications (not strictly a report on what IEEE-USA is doing)
- educate individuals on policy issues, including:
 - Why they should be concerned
 - How it will affect their lives and/or careers
 - How the issue connects to the bigger picture (i.e., economic impact, social implications, etc.)
 - How they can volunteer/advocate

Readership

- U.S. IEEE members – electrical, electronics and computer engineers, as well as technology professionals from industry, academia and government, and readers with an interest in career and technology policy in the United States
- Content is distributed each month via e-mail update to all U.S. IEEE members (205,000) as part of the IEEE-USA Insight Email Update
- INSIGHT’s predecessors – Today’s Engineer and IEEE-USA in ACTION -- averaged more than 80K and ___ unique visitors per month, respectively
- Content is open to non-members, i.e., anyone with an interest in professional or policy issues involving technology or technology professionals

Submitting Content to INSIGHT

INSIGHT content is written by IEEE volunteers, IEEE-USA staff, freelance writers, as well as other like-minded technology professionals who submit content for consideration. INSIGHT welcomes all bylined articles and contributions, including Letter-to-the-Editor-style opinion pieces.

Author Responsibilities

Unless otherwise agreed, manuscripts submitted for publication should be original work submitted to a single IEEE publication. It should not have been previously published, except by special arrangement, and should not be under consideration for publication elsewhere.

IEEE assumes that material submitted to its publications is properly available for general dissemination for the readership of those publications. It is the responsibility of the authors, not the IEEE, to determine whether disclosure of their material requires the prior consent of other parties and, if so, to obtain it. If an author uses charts, photographs, or other graphics from previously printed material, he or she is responsible to obtain written permission to use the material in his or her manuscript.

Statements and opinions given in work published by the IEEE are the expressions of the authors. Responsibility for the contents of published articles rests upon the authors, not the IEEE.

A clear distinction shall be made for the reader between featured articles and opinion pieces. Articles that contain

opinion or personal interpretation must be clearly identified with either a pre-pended “Opinion” header or a clearly worded disclaimer – in some cases, both may appear. Viewpoints expressed are those of the authors and do not necessarily reflect the views or the policies of IEEE or IEEE-USA.

Exclusivity and Copyright

Submission of a manuscript to INSIGHT for publication signifies the author's agreement to assign copyright or grant a license to INSIGHT. [NOTE: Authors may be required to complete the [IEEE Copyright and Consent form](#) prior to publication in INSIGHT]

Acceptance for Publication

Submissions are published at INSIGHT’s discretion. Editors will review each contribution and accept, return to the author for revision, or reject the article. All submissions accepted for publication by INSIGHT will be acknowledged via e-mail prior to publication.

Technical requirements

To facilitate production, all editorial contributions to INSIGHT shall be submitted in electronic format as a Word document or text file. Other word processing programs may be used, so long as they are compatible with MS Word. Contributions submitted via email should be sent as an attachment to the email, not in the body of the message. Contributions submitted via disk or CD must be formatted for use on a PC (i.e., no Macintosh formatted media will be accepted) and indicate which word-processing program was used to create the manuscript. Your disk will not be returned.

Include name and contact information, including email address, of the original author (and source, if different) when submitting manuscripts to INSIGHT.

Deadlines

IEEE-USA InSight is published on an ongoing basis, with new content added every week. Unless given a specific deadline, authors may submit content at any time to IEEE-USA InSight Managing Editor Greg Hill, IEEE-USA Publishing Manager Georgia Stelluto or one of the IEEE-USA InSight Editorial Advisory Subcommittee members for consideration. The editors will provide a tentative publication time frame and provide updates via email concerning the status of the submission. Whenever possible, the editors ask for at least two weeks lead time to review, edit, format and schedule articles for publication. However, articles may be fast-tracked

to publication through an expedited review process, when required.

Authors unable to meet an assigned story deadline for any reason should contact his or her assigned editor as soon as possible. Deadline extensions are possible, but advance notice is required so that the editor has time to fill the space held for the subject article.

Submission Guidelines Basics

Please submit the following elements with your manuscript to INSIGHT Managing Editor Greg Hill at g.hill@ieee.org:

- A. An electronic MS Word or Rich Text file
- B. Images/graphics should be sent as separate attachments and labeled fig1, fig2, etc. (jpg, gif, png are the preferred format)
- C. Electronic files of each of your figures in their original format, named fig1, fig2, etc.
- D. A signed [IEEE Copyright Release Form](#), if requested
- E. Author contact information

Style

- Length for feature articles should be approximately 500-1,500 words in length. Longer articles are acceptable, but IEEE-USA reserves the right to edit content, as necessary
- Follow AP Style
- Include a title and subheads
- Third person is preferred, but first or second (I, you, or we) are acceptable in some cases
- Avoid passive tense
- Use clear, straightforward English
- Spell out acronyms or abbreviations the first time you use them
- Define all jargon
- Pull out items of interest in sidebar material
- Articles should not explicitly promote the products or services of authors who represent vendors of said products
- Every effort must be made to assure that news content is accurate, free from bias and in context, and that all sides are presented fairly
- Editorials, analytical articles and commentary will be held to the same standards of accuracy with respect to facts as news reports

- All bylined submissions should be accompanied by an **author's biography** of no more than 75 words
- Include charts, graphs, diagrams, photographs, illustrations, cartoons, etc. to break up text
- Suggested captions and credits should accompany suggested artwork
- Original artwork (charts, graphs, images) should be supplied separately from the Word file. However, artwork can be embedded in Word document to show placement.
- A permission statement for use must accompany original photographs or illustrations
- Use of hotlinks to related external sites and articles is encouraged. However, IEEE-USA reserves the right to remove links to content that presents a conflict of interest or is deemed otherwise unsuitable for publication in INSIGHT

Quotations and References

Readers should be able to assume that every word between quotation marks is what the speaker or writer said. INSIGHT will correct spelling, capitalization and grammar errors within a quotation, and will provide definitions for abbreviations and initializations. If a subject's grammar or taste is unsuitable, quotation marks should be removed and the awkward passage paraphrased. Unless the writer has detailed notes or a recording, it is usually wise to paraphrase long comments, since they may turn up worded differently on television or in other publications. Attribution facts gathered by any other organization must be attributed to that organization. Credit shall be given to the source of any material referenced by an author, including any material from websites, newspapers, magazines, books and broadcasts, as well as news agencies.

Reference Listing

A numbered list of references may be provided at the end of the article as a separate page or pages of the manuscript. The list should be arranged in the order of citation in text, not in alphabetical order. List only one reference per reference number.

Each reference number should be enclosed by square brackets. In text, citations of references may be given simply as "in [1]," rather than as "in reference [1]." Similarly, it is not necessary to mention the authors of a reference unless the mention is relevant to the text. It is almost never useful to give dates of references in text. These will usually be deleted

by staff editors if included. Please do not use a word processor's automatic numbering feature.

Footnotes or other words and phrases that are not part of the reference format do not belong on the reference list. Phrases such as "For example," should not introduce references in the list, but should instead be given in parentheses in text, followed by the reference number, i.e., "For example, see [5]."

Sample correct formats for various types of references are as follows.

Books:

[1] O.T. Zimmerman and I. Lavine, *Conversion Factors and Tables*, Dover, NH: Industrial Research Service, 1961.

[2] G.O. Young, "Synthetic structure of industrial plastics," in *Plastics, vol. 3, Polymers of Hexadromicon*, J. Peters, ed., 2nd ed., New York: McGraw Hill, 1964, pp. 15-64.

Periodicals:

[3] M.A. McHenry and D.C. Chang, "Coupled-mode theory of two non-parallel dielectric wavelengths," *IEEE Trans. Microwave Theory Tech.*, vol. 43, pp. 1469-1475, Nov. 1994.

Articles from published conference proceedings:

[4] D.B. Payne and J.R. Stern, "Wavelength-switched passively coupled single-mode optical network," in *Proc. IOOC-ECOC '85*, 1985, p. 585.

Papers presented at conferences (unpublished):

[5] D. Ebehard and E. Voges, "Digital single sideband detection for interferometric sensors," presented at 2nd Int. Conf. Optical Fiber Sensors, Stuttgart, F.R.G., 1984.

Technical reports:

[6] E.E. Reber, R.L. Mitchell, and C.J. Carter, "Oxygen absorption in the earth's atmosphere," Aerospace Corp., Los Angeles, CA, Tech. Rep. TR-0200 (4230-46)-3, Nov. 1968.

References—Electronic Sources

The guidelines for citing electronic information as offered below subscribes to the International Standards Organization (ISO) documentation system.

Journal Articles:

Author, Title, Journal [Type of medium], volume (issue), pagination if given, (year, month). Available: Directory: File:

Example:

[1] R. Lazarus, "Self-similar solutions for converging shocks and collapsing cavities," *IEEE Trans. Plasma Sci.*, [online], vol. 21, (no. 4), pp. 876-880, (Aug. 1993), Available <http://www.halcyon.com/pub/journals/21ps04-lazarus>.

Material Obtained Through Loose-Leaf, Computer, or Information Services

References to material obtained through computer services or information services are treated like first references to original printed material except that the usual information is followed by the name of the service, the name of the service provider, and the accession or identifying numbers within the service.

Example:

[2] R. J. Vidmar, "On the use of atmospheric plasmas as electromagnetic reflectors," *IEEE Trans. Electromag. Compat.*, vol. 21, no. 3, pp. 238-244, Aug. 1992. Dialog, ERIC, ED 152318.

Computer Programs and Electronic Documents

The ISO recommends that capitalization follow the accepted practice for the language or script in which the information is given.

Example:

[3] S. H. Gold, "Study of gain in C-band deflection cavities," in *Computer Knowledge* [electronic bulletin board], s.l. July 2 1993-; [cited Dec. 12, 1993], Available listserv@NETFIN.BITNET.

[4] R. Chew, "A comparison of RF electrode models," in *MD Net* [database online], Bethesda MD; National Library of Medicine, 1994 [cited Nov. 1994]. Identifier no. D000162 [52 lines].

[5] D. Shamlo, "Electronic marketing and identifying techniques," in *Electronic Guide* [database online]. New York: Computer Wire, 1989 [updated May 23, 1989; cited March 12, 1992].

Accession no. 004082; NO=RE436. 4 screens. Available from DIALOG Information Services, Inc., Palo Alto, CA.

Fact-Checking

Writers submitting work to INSIGHT are accountable in the first instance for their own accuracy and may, in some cases,

be solely responsible for fact-checking. Writers are responsible for verification of all facts prior to submitting their story to INSIGHT, unless deadlines prevent completion of the fact-checking by the article's due date. In these cases, authors are responsible for identifying for IEEE-USA communication staff that fact-checking is required prior to publication.

If requested, authors should be able to supply a complete contact list for editor, specifying the names, titles, locations and telephone numbers of everyone quoted or cited in the submitted article. Sources must be identified fully, including their credentials, titles or reasons they are qualified to comment, and provide full references for any publications used as sources. Any special instructions to the editor must be identified at this time.

Research materials (e.g., publications, news clips, specialized journals, etc.) used in the creation of the manuscript should be identified (include date and name of publication) and keyed to the respective section of the article. These files may be requested during the fact-checking process, though they can be returned to the author after fact-checking is complete.

Revisions

All contributions are subject to editing for space, clarity and conformity with INSIGHT's house style.

The editors reserve the right, when necessary, to request manuscript revisions from the original author or to incorporate revisions directly. Editors will send edited articles to the author for one final review before publication. Response deadlines will be dependent upon the relevant publication schedule. If an author is unable to respond by the identified deadline, INSIGHT reserves the right to be able to move forward with publication of the edited article.

Corrections

INSIGHT recognizes an ethical responsibility to correct all factual errors, large or small, brought to its attention. Significant known errors of fact, as well as errors of omission, will be corrected promptly and prominently. If a correction is warranted, it will be published immediately. In case of reasonable doubt or disagreement about the facts, INSIGHT will acknowledge that a statement was "imprecise" or "incomplete" even if INSIGHT is not sure it was wrong.

Payment and Expenses

IEEE-USA generally does not offer payment for the publication of editorial content. On exception, paid writing

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