

AMC Institute
Customer Website Resources: Content Review Committee

AUTHOR GUIDELINES

Editorial Mission

The mission of AMCIstitute.org is to provide resources and management solutions to association and nonprofit volunteer leaders.

By regularly updating the website with member-contributed content – from bylines and authored articles, to white papers, case studies in management and more – and facilitating the exploration of new ideas, industry trends and best practices, the Institute will further position AMC members as thought leaders in the industry, and *the* leading resource for managing trade associations, professional societies and nonprofits.

Before You Begin Writing

While the Content Review Committee will consider completed written materials, we encourage members to prepare and send a 150-200 word abstract, for review. The Committee will review the proposed topic, format and focus – in the context of existing content – and offer guidelines and direction for moving forward.

Accepted Formats

AMCIstitute.org welcomes content in the following formats:

- Case studies
 - We welcome examples of association management trends, methodology and best practices at work. The case study may reference specific associations and AMCs, for added credibility, and should include significant background/contextual information.
 - For examples of featured case studies on AMCIstitute.org, click [here](#).
- Published bylines
 - Get more mileage out of a published byline article by submitting it for posting on AMCIstitute.org. Maybe you recently contributed an article to *Associations Now*, or penned a column for your local newspaper. We want to take a look, and volunteer leaders might too.
 - Permission from the outlet of publication is required.
 - For an example of a featured byline on AMCIstitute.org, click [here](#).
- Authored articles (non-published)
 - We'll also consider non-published content by members. Perhaps in the course of client communication, or for internal use, you've written copy on the benefits of the association management model, or tips for strategic planning or meetings management. AMCIstitute.org could be a good home for that information.
 - For an example of an authored article on AMCIstitute.org, click [here](#).
- PowerPoint presentations and Slideshows
 - PowerPoint content will be considered for publication, provided explanatory content is worked in so that it reads as a stand-alone piece.
- Audio or visual presentations
 - Dynamic content will be considered for publication on the site, based on the topic, length and quality of the recording.
 - Content-appropriate YouTube videos can be submitted for review

- Transcripts of speeches
 - Written speeches from presentations and speaking engagements are eligible for review. The more timely the topic, the better.
 - Presentation talking points can also be built upon and converted into an acceptable format, such as a short article or PowerPoint presentation.
- Recycled Blog Content
 - While blog posts will **not** be published to AMCIstitute.org, members are encouraged to repurpose blog content as a short article, case study or slideshow, which can then link back to the blog.
 - A series of related blog posts published as an e-book or report can be submitted for review.
- White papers
 - Authoritative and educational reports, studies and research findings are welcome and encouraged.
 - For an example of a white paper on AMCIstitute.org, click [here](#).
- Original research findings
 - This can take the form of an article, PowerPoint, or charts and graphs with detailed captioning to report survey data and research findings.

Suggested Topics and Content Areas

Suggested submission topics include:

- Benefits of the AMC model
- Transitioning to an AMC
- Outsourced management
- AMCs helping associations succeed
- Governance and Finance Solutions
- Meetings and Education Solutions
- Weathering the Economic Storm
- Social Media

For sample resources within each of these categories, go to

<http://www.amcinstiute.org/resources/publications.cfm>.

Editorial Guidelines

Approach: Resources published on AMCIstitute.org are not to be promotional material for the author or the AMC the author represents. While case studies and other written material can reference specific AMC and association names, it should be done in a way that serves to articulate and contextualize examples, rather than promote specific organizations and services.

Facts: Submitted content should be factual – not based on personal opinion. Authors are responsible for all fact checking, including dates and correct spellings.

Word Count: As a general rule of thumb, aim to keep AMCIstitute.org article submissions between 500-1,500 words. Case studies should be about 150-250 words.

Graphics: Photos, charts and graphs, and other supporting illustrations are permitted, but not required. You may embed graphics to indicate preferred placement within the written piece – but also be sure to attach graphics as separate, hi-res files. Inclusion will be subject to space constraints.

References and Citations: Due to the general brevity of website resource content, endnotes are preferred to footnotes. Within the text, authors should place superscripted numbers that refer to a list

of citations assembled at the end of the piece. For an example of endnote citations, click [here](#).

Biographical Information: Accompanying each article submission, please include a short bio with the author's association industry background, company information, and a contact e-mail address. Bios are not to reference company websites. We are unable to accept author headshots and company logos. For an example, click [here](#).

Submission Process

Only AMC Institute members are eligible to submit content for consideration for AMCIstitute.org.

An open submission process is in place – content may be submitted at any time. Periodically throughout the year, the Market Expansion Task Force will put out reminder calls for submissions to the full AMC Institute membership, via e-communication.

The Market Expansion Task Force has instituted a blind submission and review process. Submitted content will be filtered through Devine+Powers – the PR and marketing consultant retained by AMC Institute, that works closely with the Market Expansion Task Force – whereby all identifying information (i.e. name of the individual author, AMC and client associations) will be removed before the content is presented to the Content Review Committee.

Please send all editorial submissions electronically, in an editable format such as Microsoft Word, PowerPoint or Excel, to:

Content Review Committee
c/o Kim Hallman, Devine + Powers
khallman@devinepowers.com

In an e-mail accompanying submissions, authors are required to state that the article is their own original work.

If the submission has been published, please include details on the outlet and date, and written permission to post or reprint.

In the first year (2010), the Content Review Committee has not limited the number of submissions by an individual or AMC. However, with a mind to balance and a fair representation of the membership in published content, there may come a time and specific instance that the Committee will need to re-evaluate a ceiling on submissions. In that case, the details will be communicated to the full membership.

*Note that individuals serving on the Content Review Committee are not eligible to submit content during their term. However, since a blind review process is in place, other representatives at their respective AMCs may contribute content for consideration and possible publication.

Editorial Review Process

Every submission will undergo an internal review process by the Content Review Committee. At this time, all members of the Committee will review and provide comment on all submissions.

The review process is approximately one month long, at which time authors will be notified that their submission was accepted, denied, or accepted with modifications.

The decision to publish submissions is based on the following:

1. successful completion of the peer review process,

2. majority approval by the Content Review Committee, and
3. a satisfactory editing and/or revision process that meets AMC Institute standards, if necessary.

Should modifications be required, note that the intention is to most clearly articulate thoughts and ideas, and state relevant examples where applicable.

For questions about review policies, please contact khallman@devinepowers.com.

Content Placement

New resource content will be published to the AMC Institute site following approval by the Content Review Committee. Authors will be notified once their content has been uploaded to AMCInstitute.org.

Content will be housed on the AMC Institute Resources page, which can be found at <http://www.amcinstitute.org/resources/publications.cfm>.

Accompanying the submitted content, the posting will include:

- Article title, to be written by the author and approved by the Content Review Committee
- Author name
- Author AMC or company
- Short introduction to the resource, to be drafted by Devine + Powers for consistency
- Author bio and contact information at the end of the article, to be written by the author and approved by the Content Review Committee
- Illustrations, if submitted by the author, space permitting

Select content may also be featured on the AMC Institute homepage, as a rotating resource in the “Hot Topics” section. Featured content and placement will be at the discretion of the Content Review Committee.

Content will be retained on AMCInstitute.org for approximately six months to two years, depending on the relevancy of the topic, at which time the Content Review Committee will suggest it is updated or removed from the site.

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