



SWE NEWS Submission Guidelines

Purpose of SWE NEWS

SWE NEWS, our monthly newsletter, made its debut in spring 2004 for the purpose of providing SWE members with timely information on national news through committee updates, Society business updates, President's address, public policy updates, national program updates, and calendar of events.

In addition, the newsletter also highlights Region and Section news, which includes novel programs, major anniversaries, new charters, and record-breaking news on programs and membership.

During the past several months, we've received great feedback about the newsletter as being resourceful and timely.

In an effort to continue providing members with Society news, we have created guidelines for new or returning authors. These guidelines should be followed when submitting information for upcoming newsletter issues. It is our hope that with these writing guidelines, SWE NEWS will continue to be a valuable source of newsworthy information for members.

Helpful Writing Tips

Write about the **Ws** and the **H**—the **What**, the **Where**, the **Why**, the **When**, and the **How**. These are your key facts that need to be up front in your copy so that members have the important information right away. Also, don't forget to include hyperlinks to Web sites and email addresses so that members can find more information about your event or program. It's also a great way to get more traffic to your Web site.

Also, keep it simple and concise. Readers want the information without having to read on and on and on...The more concise the better!

Finally, ask yourself if your submission is newsworthy and up to date. Your news should be recent, as in the past 30 days, and should be of interest to many members throughout SWE. News that is of local interest should be sent to section or region newsletters.

Respect the Deadline!

Deadlines for submissions are the Friday prior to the issue's release date. For example, on average, the newsletters are emailed the first Friday of the month, so the deadline for submissions is the last Friday of the prior month (see deadlines highlighted on the right). We will send reminders to Board members, Section Presidents, Region Governors, and Committee Chairs each month giving them the deadline date. Submissions received after the deadline will not be accepted and will be used in the following month's issue, if timely.

Role of the Editor

All submissions are subject to editing by the SWE NEWS editor. The editor will ensure that there is clarity in the communication whether it be correcting grammar, punctuation or spelling as well as revising content to keep it concise—without altering the meaning of the text. In addition, lengthy submissions will be significantly edited to fit the newsletter.

SWE NEWS Submission Deadlines

January

Submission Deadline: January 6, 2006
Issue Date: January 13, 2006

February

Submission Deadline: January 27, 2006
Issue Date: February 3, 2006

March

Submission Deadline: February 24, 2006
Issue Date: March 3, 2006

April

Submission Deadline: March 31, 2006
Issue Date: April 7, 2006

May

Submission Deadline: April 28, 2006
May 5, 2006

June

Submission Deadline: May 26, 2006
Issue Date: June 2, 2006

July

Submission Deadline: June 30, 2006
Issue Date: July 7, 2006

August

Submission Deadline: July 28, 2006
Issue Date: August 4, 2006

September

Submission Deadline: August 25, 2006
Issue Date: September 1, 2006

October

Submission Deadline: September 29, 2006
Issue Date: October 6, 2006

November

Submission Deadline: October 27, 2006
Issue Date: November 3, 2006

December

Submission Deadline: November 24, 2006
Issue Date: December 2, 2006

Email SWE NEWS editor at swenews@swe.org.