

## WRITER'S GUIDELINES

*Campus Safety Magazine (CS)* is the only publication exclusively serving campus police chiefs, security directors, IT personnel and executive administrators involved in the public safety and security of major hospitals, schools and universities in the United States. It is issued every other month and distributed to 20,100 campus safety and security professionals nationwide.

**READERSHIP:** Subscribers generally are those individuals involved in the higher-level decisions related to all aspects of hospital, school or university safety and security. These subscribers include police and security management; facilities and operation management; administration and finance, school/district superintendent; and technology and communications management.

**EDITORIAL OVERVIEW:** CS is a solution-oriented magazine, edited to provide timely, useful information in an easily absorbed, credible, entertaining and graphically stimulating format. In addition, CS strives to be thought provoking and original via opinion pieces and industry exclusive articles. With an emphasis on delivering peer-to-peer-based content, CS' award-nominated editorial forms the foundation of a trustworthy, unbiased and educational environment that brings campus security/police and safety professionals together for the mutual benefit of all.

Specifically, areas of the magazine that accommodate outside contributors include **feature articles** (technology, management, legislation and other topics of direct industry importance or human interest); **in-depth case studies** (unique installation projects); and **As I See It** (guest commentary for offering expert insight or addressing controversial issues).

### GENERAL REQUIREMENTS

- All topics must be preapproved by CS
- Material must be completely unbiased and brand/product neutral with the emphasis on education
- To ensure credibility, established subject matter authorities are preferred authors, as opposed to sales, marketing and public relations specialists or generalists
- Features should include as many sources and quotes as possible from a variety of knowledgeable subjects, preferably people associated with campus safety and security professionals to uphold the peer-to-peer philosophy
- All case studies must be presented from the point of view of the end user (campus), rather than the manufacturer/supplier, consultant or installation company
- All case studies must at a minimum include CS' required case study questions and support materials (available upon request)
- All features and case studies should typically be written in the third person (no "I" or "me")
- Material must be exclusive to CS in its entirety before and for a minimum period of four months after publication
- Features and case studies should be 1,800-3,000 words in length. As I See It should be 600-800 words in length
- Usually, the only mention of a contributor's name or company shall be in the byline and a small bio/contact box
- Writer compensation is negotiable but usually waived by the author in exchange for exposure in the publication
- All contributors must sign standard Bobit Business Media all rights copyright agreements and, when appropriate, model releases
- Submitted material must be approved by CS prior to publication, and once approved becomes exclusive property of Bobit Business Media
- No guarantees or promises are to be made in terms of when contributed articles will run
- Placement preference is given to articles that meet a published CS Editorial Calendar need
- CS will format, edit, rewrite or otherwise alter submissions as it sees fit
- Artwork is encouraged (figure at least one piece of art for every 400 words), but must be as company/brand neutral as possible (product shots can be submitted, but photos depicting some sort of action are preferred); diagrams, statistical graphs, logos, blueprints and others illustrations are also desirable
- Artwork must meet minimum print specifications (color; 300 dpi; at least 3 inches by 3 inches in size at that resolution; jpeg, tiff or eps format; zip files cannot be accepted)
- All submissions must adhere to AP style; contributors are urged to analyze similar material in CS to get a better handle on what is expected in terms of style, headlines, decks, subheads, captions, etc.

### ADDITIONAL NOTES FOR FEATURES AND CASE STUDIES

**Feature articles** — can assume many different formats, including traditional narratives with interspersed sources; roundups of experts; first-person account (although discouraged); photo essays; how-to's; profiles; and research-based pieces. Plan for between one and three sidebars for every feature article. All of these issues should be discussed with the assigning editor.

**Case studies** — need to convey what specific problems or challenges the campus faced. It should also address how the technology or other solution meets the campus' needs. These articles should be geared toward our readership, and the articles you provide should address their interests and needs. Case studies should also be full of story-telling photos and other artwork. Extensive comments from campus personnel are mandatory, and the end user must approve of the article being published.

**Without exception, articles in CS must provide solid, take-away value for the readers. Advertorials will not be accepted.**

### PROPOSALS AND SUBMISSIONS

Proposals should include a detailed outline or summary of the article, names of contacts and the author's name and contact information. Submissions targeted to specific items on our editorial calendar must be sent to us at least three months in advance. All contributions must be thoroughly fact checked before submission as factual errors remain the responsibility of the author

For more information regarding the proposal or submission of articles, please contact Executive Editor Robin Hattersley Gray at robin.gray@bobit.com or (310) 533-2534. All submissions should be sent in electronically as an E-mail-attached MS Word document file to the address above or on a CD along with a double-spaced hard copy to Robin Hattersley Gray, *Campus Safety Magazine*, 3520 Challenger St., Torrance, CA 90503.