

HOSPITAL, SCHOOL & UNIVERSITY Campus Safety

Management Resource for Security Police & Administrators

WRITERS' GUIDELINES

Thank you for your interest in providing editorial to *Campus Safety (CS)* magazine. The following guidelines should assist you in your submission process.

WHAT WE DO: *CS* exclusively serves 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. *CS* is a product of Torrance, Calif.-based business-to-business publishing company Bobit Business Media. It is issued every other month and is distributed to 20,100 campus safety and security professionals nationwide.

READERSHIP: *CS* 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 but are not limited to:

- **Police & security management:** campus police chief, director of public safety & security, assistant chief, assistant director
- **Facilities & operation management:** vice president, director of facilities, director of operations, director of physical plant, director of maintenance, assistant director
- **Administration & finance:** vice president, director of administration, director of purchasing, director of finance, assistant director, chief business officer
- **School/district superintendent:** district superintendent, superintendent of schools, assistant superintendent
- **Technology & communications management:** CIO, director of MIS, director of IT systems, director of communications

EDITORIAL OVERVIEW: *CS* is a solutions-oriented magazine (print and online), edited to provide timely, useful information that is credible and entertaining. With an emphasis on delivering peer-to-peer-based content, *CS'* award-winning editorial brings campus security and safety professionals together for the mutual benefit of all.

Contributors are encouraged to analyze similar material in *CS* to become familiar with what is expected in terms of editorial style, headlines, decks, subheads, captions, etc. Areas of the magazine that accommodate outside contributors include:

- **Features** — Cover technology, management, legislation and other topics of direct industry importance or human interest; 1,200-3,000 words. For examples: www.campussafetymagazine.com/ArticleArchives.
- **In-depth case studies** — Cover unique projects or service/product applications; 1,200-3,000 words.
- **As I See It** — Guest commentary offering expert insight or addressing controversial issues; 600-800 words. For examples: www.campussafetymagazine.com/Columns.
- **Letters to the Editor** — General forum for feedback about the magazine and the industry; 200-800 words.
- **Tools of the Trade** — Product releases, 100-150 words, include hi-res color images of products. For examples: www.campussafetymagazine.com/NewProducts.
- **Technology at Work** — Mini case studies, 150-200 words, include hi-res color images of campus. For examples: http://edirect.campussafetymagazine.com/House/20081208-Technology-At-Work/CS01_TechAtWork.pdf.
- **Breaking News (Web)** — News releases on campus safety and security developments and deployments, legislation, technology trends, societal trends and other issues of interest; 200-3,000 words. For examples: www.campussafetymagazine.com/NewsArchives.

TOPICS COVERED: *CS* covers a wide variety of topics relating to campus safety and security. Some of these topics include but are not limited to:

- Emerging trends in network/IP video
- Physical access control (biometrics, smart cards, proximity cards, etc.)
- Logical access control
- Mass notification/emergency alerts
- Key management
- Guards and guard supplies
- Call boxes
- Fire alarms
- Emergency communications/ two-way radios
- 911 dispatch systems and software
- Gates, turnstiles, bollards and barriers
- ID badging/visitor management
- Lethal and less-lethal weapons
- Metal, explosive, radiation and substance detection
- Loss prevention and asset tracking
- Parking management
- Traffic enforcement
- First aid/emergency defibrillators
- Emergency lighting
- Laptops, PDAs and other mobile computer equipment
- Employee screening
- Mobile video
- Video analytics
- Uniforms and apparel
- Patrol vehicles and bicycles
- Defensive tactical gear
- NIMS compliance
- Bullying
- Nonviolent responses to aggression
- Clery compliance
- Emergency management
- Identity theft
- Legislation
- Regulations
- Drug and alcohol abuse prevention/intervention
- Court updates
- Parking revenue
- Traffic control
- Terrorism
- Crime trends/causes
- Society/psychology trends/issues affecting campuses
- Personnel recruitment and retention
- Community policing
- Privacy
- Funding/grants/budgets
- Employee relations
- Carbon monoxide detection
- IT integration/systems integration
- Vandalism/gangs
- Fraternity/sorority relations
- Sexual assault
- Violence against women
- Pandemic flu preparations/response
- Training
- Narcotics management
- ADA compliance
- Infant abduction prevention
- FCC/IT issues
- Command posts/incident command
- Department management
- Vulnerability assessments
- Construction/renovation
- Integrating non-security technologies & techniques
- Crowd control
- Social networking Web sites
- 4th Amendment issues (searches and seizures)
- Disaster/evacuation plans and procedures
- Patient management
- Student/patient/staff/faculty relations
- Intrusion detection
- Emergency management
- Risk management

All articles should be geared toward *CS* readership. When appropriate, some technology should be covered but within reason. In general, *CS*' readers come from law enforcement, IT, education, emergency management or risk management, and submitted articles should address their interests and needs. The articles should also be full of story-telling photos and other artwork. Articles with extensive comments from campus personnel are preferred, and the end user must approve of the article being published.

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

GENERAL REQUIREMENTS:

- All topics must be preapproved by *CS*
- Material must be unbiased and brand/product neutral with the emphasis on education (except for product releases)
- To uphold the peer-to-peer philosophy, features should include as many sources and quotes as possible from a variety of knowledgeable subjects, preferably people associated with campus safety
- All case studies must be presented from the point of view of the hospital, school, school district or university
- 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
- Usually, the only mention of a contributor's name or company will be in the byline and 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
- All approved submitted material 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:

- Artwork is encouraged and should 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
- 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 product releases must include high-res color photos that meet our minimum print specifications

PROPOSALS AND SUBMISSIONS: Proposals should include an outline or summary of the article. All contributions must be fact checked before submission as factual errors remain the responsibility of the author. For more proposal and submission information, please review the General Requirements section above.

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 to Robin Hattersley Gray, *Campus Safety Magazine*, 3520 Challenger St., Torrance, CA 90503.

For advertising information, please contact *CS* Publisher John Lacasale at (310) 533-2477 or john.lacasale@bobit.com.

We are genuinely interested in your contributions and welcome your suggestions regarding editorial content. Thank you for your interest in *CS*. We look forward to working with you!

www.campussafetymagazine.com

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