

### **Community Trends® Author Guidelines**

*Community Trends®*, the official magazine of the New Jersey chapter of Community Associations Institute, is published monthly (12 times a year). It is sent to approximately 2,500 community association members, attorneys, accountants, insurance agents, engineers, property managers, other service providers and interested citizens of community associations.

We appreciate your interest in writing for *Community Trends®*. Before you begin your article, please take a few minutes to review the following author's guidelines.

#### **Purpose**

Articles published in *Community Trends®* have the same goal: to inform and educate CAI members on community associations. They should not serve as flagrant marketing pieces for a company's services.

#### **Content**

The author of the article is considered the expert, and all content should be original content, or cited appropriately. Authors must verify the validity of all statements made in the manuscript. Credit quotes, documents, and personal observations in your writing.

#### **Article specification**

If possible, please send your article via email to the chapter office (brooke@cainj.org). If you do not have access to email, submit a hard copy, double-spaced, and a 3½" IBM-PC compatible disk. IBM programs that are readable include Word and Word Perfect. Be sure to forward a two to three sentence biography of your position and affiliation. If possible, send photos that are relevant to the article (Polaroid photos are not accepted). Label all mailing envelopes containing disks, "DO NOT BEND."

#### **A rule of thumb for word count**

Generally, an article should not exceed 1500 words. 250-300 words of double-spaced text fits onto one 8½ x 11 page; therefore, a 500-word article usually fills two pages, double spaced; a 750-word article usually comprises three pages, double-spaced and so forth.

#### **Language**

The following words shall be in lower case, except at the beginning of a sentence: board, board of directors and association.

#### **Limit your subject**

Be cognizant that readers need specific advice about specific issues. Articles in *Community Trends®* are most useful if they clearly explain why the subject is important to the reader. For example, an article discussing proposed legislation should clearly explain its ramifications. Keep this in mind as you formulate your article and focus your piece.

#### **Craft a good lead**

Hook your readers right away with a creative lead that lets them know why they should spend time reading your piece. Let your readers know if the information you are going to share will save them time, money or help solve a problem. Anecdotes, quotes and questions are some examples of ways to end an article on a memorable note. Like the rest of the article, conclusions should never be self-serving.

**Writing style**

Express your ideas with words that you are comfortable using. When in doubt about the rhythm of your words or cadence, read the sentences out loud. Ask someone who is not in your field of expertise to critique your article.

Formulating an outline is one of the best ways to start an article. First, list all of your ideas on paper, then organize them in a manner that allows for logical transition from one paragraph to the next. Use an active voice whenever possible. For example, instead of, "The documents were filed by the association," write, "The association filed the documents." Shorter, concise sentences are more readable than long, run-on sentences. Add imagery to your story with anecdotes and memorable quotes.

**Deadlines**

All articles are due in the chapter office 60 days prior to the month of publication, unless you are informed otherwise.

**Editorial policy**

The editor reserves the right to omit and/or condense information as necessary to accommodate the layout. We recommend that the author indicate which text could be omitted or condensed, if need be. The author will be notified of changes, when possible. We do not accept multiple submissions. Please let us know if your article was submitted to other publications. *Community Trends*® only publishes original articles that were specifically written for our New Jersey publication.

Authors may submit a photograph with their article. Please note CAI-NJ has the exclusive right to refuse to publish any photograph for any reason.

If you have any questions, please contact Brooke Stoppiello-Nevins at [brooke@cainj.org](mailto:brooke@cainj.org) or (609) 588-0030.