

Employment today



Guidelines for contributors

Employment Today is New Zealand's leading human resources management and employment law magazine. Each issue explores the employment issues of the moment—with expert analysis, advice and commentary provided by HR professionals, employment law specialists, industry leaders, politicians, trade union leaders and our own in-house writers—to help readers keep on top of compliance issues and to move towards best practice in managing people for maximum performance.

We believe there is no more critical element to a business than its employees. For this reason **Employment Today** is dedicated to providing articles that offer practical solutions to workplace issues, keep readers up-to-date with New Zealand employment law and inspire best practice in people management.

Employment Today is essential reading for people who manage people. Our readers are HR professionals in private and public sector organisations, CEOs, managers, supervisors and team leaders.

Contributions

Employment Today welcomes editorial contributions but requests that intending authors **first contact the editor** (lyndsey.swan@thomsonreuters.com) with an outline of their proposed article and an estimation of length.

Topics featured include:

- ◆ career development
- ◆ recruitment
- ◆ talent management
- ◆ learning and development
- ◆ health and safety
- ◆ retention
- ◆ legislation
- ◆ employment agreements
- ◆ performance management
- ◆ strategic HR
- ◆ the office environment
- ◆ wellness at work
- ◆ EEO & diversity
- ◆ coaching & team building
- ◆ remuneration & benefits
- ◆ disciplinary procedures.

What we want

If you're planning to write for **Employment Today** please keep in mind the following points:

- **Employment Today** stories react to news events, trends and developments in managing people. They should explain the hows and whys, and what the developments mean for our readers. One good way to do this is through examples of people affected. The writing should be story-driven, providing anecdotes and containing people—it's more effective if you **show rather than tell**.



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- ◆ **Employment Today** does not publish promotional articles about products, services or companies. An article should demonstrate the author's expertise, not 'advertise' a product or company.
- ◆ The writing style should be informative, lively yet authoritative and should **engage** the reader. Keep it punchy and succinct—our readers are busy people who have a lot of information to process. Your writing should have an easy flow that draws the reader through the article and keeps them reading. Here's a handy diagnostic tool developed by Auckland University's Professor Helen Sword that's designed to give you feedback on whether your writing is 'flabby' or 'fit'—<http://writersdiet.com/>
- ◆ A **good introduction** is very important. You need to **engage** the reader in the first paragraph and make them want to continue reading the article. Avoid the academic essay style where you work towards a conclusion at the end of your article. Instead, you should lead in with your key angle and address the main thrust of the story from the beginning.
- ◆ Vary the pace of your article by varying sentence length and structure. **Sub-heads** and **bullet points** are a great way to make a page look more accessible, but avoid using too many of them as this can break the flow and make an article appear disjointed. Sometimes a **table** or **sidebar story** may provide a better, or more visually appealing, way of getting your point across.
- ◆ **Employment Today** is not an academic journal and footnotes and references are not usually published. The preferred style is to make acknowledgements within the body of the article, eg, "According to *Financial Times* columnist Richard Donkin, in his book *Blood, Sweat and Tears ...*"
- ◆ There is no set word length for articles—we are looking for quality not quantity and articles that are unnecessarily wordy will be subbed accordingly. Articles in **Employment Today** vary from one page (800-850 words) up to three to four pages (1500-1800 words).
- ◆ The editor reserves the right to edit submissions to **Employment Today** to meet house style and length requirements and to improve clarity if necessary. If an article is substantially rewritten it will be returned to the author for checking.
- ◆ Relevant photographs (and suggestions for photographs), diagrams and graphs are welcome. Photographs should be high res (300dpi) and measure at least 12-13cms wide.
- ◆ Articles should **not** have been **previously published** in other New Zealand magazines, newspapers or websites.

Top tips for a great article

- ◆ Tell the reader something they didn't know
- ◆ Tell them something they need to know
- ◆ Inspire and entertain them
- ◆ Give them what they need to make decisions
- ◆ Equip them to act on those decisions

(Courtesy of John Hartigan, CEO of News Ltd)



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Checklist for submitting articles

- ♦ Articles should be e-mailed to lyndsey.swan@thomsonreuters.com in Word format (1.5 line spacing). Please do not send PDFs.
- ♦ Include a summary of 20-30 words at the top of your article.
- ♦ **Forget the formatting and keep it simple!** Please **do not** include logos, headers, footers or other formatting (such as space before or after paragraphs).
- ♦ Check spelling and ensure facts and figures are accurate.
- ♦ Graphs, tables etc should be clearly **captioned** and sent as a **separate file** or placed at the **end** of the article. Their correct position should be clearly marked in brackets within the text of the article.
- ♦ Photographs should be sent as separate jpeg files and not embedded in a document.
- ♦ The writer's name, job title, place of work, location and e-mail address should be included at the end of the article.
- ♦ Provide the names and addresses of people interviewed for the story if you would like them to receive a complimentary copy of the magazine once it is published (and send us your address too so we can send you a copy of the magazine).

Advertising

- ♦ For any queries regarding advertising, please contact jacqueline.watters@thomsonreuters.com.

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