

# ***BC Counsellor Magazine***

## **Content Submission Guidelines**



Thank you for contributing an article to this magazine, the official publication of the BC School Counsellors Association. This magazine aims to advocate on behalf of the association's members and inform readers about school counselling-related issues in British Columbia.

The magazine will be delivered to around 800 contacts including members of the BCSCA. In addition to the print magazine, a digital version of each issue is available online.

### **Contributor Guidelines**

- The article must focus on a topic of interest to school counsellors, offer best practices, and be submitted exclusively for this publication. We prefer submissions from experts or professionals working in a field of interest to our readers, on topics in which the writer can speak with authority.
- Advertorials are not acceptable, and content must refrain from any type of marketing or sales message.
- Any promotion of products, services or sales pitches will be deleted in the editing process. Refrain from using phrases such as “we do it ...” or other promotional terminology. You must not be derogatory to any of your competitors by name or in reference.
- Your company name must not appear in the text of the article. You will, however, have a byline and short author/company biography along with your company name and contact information at the end of the article.
- Content should be relevant to school counsellors working in B.C.
- The article must be submitted electronically as a Microsoft Word document (not a PDF). At the top of the story, please include your byline, as you would like it to appear, and a suggested headline and subhead (headlines and subheads may be revised at the editor’s discretion).
- Article length should be no more than 1,500 words.
- Do not insert images into the Word document file. Submit them as separate image files.
- Use active voice as much as possible and do not write in the first person. Avoid using jargon. Use the same tone/language that people would use in conversation.
- Quotes from counsellors add value to articles. Callouts and sidebars make good additions to any story.

### **Acceptance Criteria**

- Articles are consistent with school counsellor interests.
- Articles cover the topic substantively and present new information or add a new slant to existing practices.

- All articles must be correct and accurate when submitted. In submitting the article, you verify that you have thoroughly fact-checked the content. Plagiarized materials will not be accepted, and submission of plagiarized works will disqualify the submitter from future publication in this magazine.

### **Review Process**

- The article must be approved by the BCSCA. All articles undergo a review process, and there is no guarantee that a submission will be published.
- All articles accepted for a publication are subject to editing for style, clarity and space considerations.
- Accompanying images are welcome but are not guaranteed to be included. Digital photos and illustrations such as charts and logos should be in EPS, TIFF or high-resolution JPG format. Photos should be at least 300 dpi at the actual size they will be printed. Materials will be returned if requested. Photo credits/permission must be provided.
- Submissions that coordinate with the editorial calendar and issue themes are given first consideration.