

# ROLLER SKATING ASSOCIATION INTERNATIONAL WRITER GUIDELINES

If you are interested in submitting editorial, please read the following information and complete the writer's agreement. Please note that you must follow these guidelines for each piece of editorial that is submitted to our office. Failure to do so may prevent us from using your editorial.

## ROLLER SKATING BUSINESS MAGAZINE EDITORIAL PROCESS

Because we want you, the writer, to understand the process of our editorial structure we would like to give you some insight on how our process works. The Roller Skating Association International is a non-profit organization that is operated by a staff of approximately 5-6 individuals with the guidance of a board of directors and committees overseeing finalization of products and services. Roller Skating Business Magazine is produced on a bimonthly basis and is produced by one individual: Lynette Rowland, Editor/Publisher. Because one individual is responsible for all layout, advertising and editorial content, it is important to have the process as streamlined as possible.

The editorial process is as follows: Your article is sent to our editor (or assigned by) and is then organized by article type and the specific month for which it will be considered. Next, our publications committee will sit down with the list of editorial that has been submitted for a particular month and determine which articles are to run (or what will be assigned). The article will then be copyedited and placed on reserve for use in an upcoming month (if applicable). Articles that have been assigned will be used within a 12-month period.

## EDITORIAL FOCUS

Articles submitted should address current issues in the roller skating industry, business, financial, social media, family-entertainment, gaming or product industry throughout the globe. We prefer a warm, conversational style of writing, however, we also prefer a well-balanced range of in-depth articles on challenging and hot topics. Our magazine is read by a range of individuals include: roller skating rink owners and operators, roller skating manufacturers (organizations that provide a range of services to roller skating rinks such as flooring, concessions, roller skates, insurance, financial needs, entertainment products such as video games and interactive entertainment), roller skating coaches and professional athletes.

## CONTENT REQUIREMENTS

Most Roller Skating Business Magazine articles are purchased from freelance writers or assigned to interns. Why? Because we feel this gives us a wide range of choices and writing styles and offers a great opportunity to help young professionals expand their portfolio. In a typical issue we will run two to three feature articles at 1000-1200 words per article (sometimes more) and up to 10-12 shorter 500-800 word articles.

## GRAMMAR, PUNCTUATION, SOURCES AND INTERVIEWS

Because we take pride in the editorial that we publish, we will only use articles from writers who follow basic rules of grammar and publishing. Excessive grammar and punctuation errors will result in disqualification from future publishing of articles, as copyediting an article with numerous errors is incredibly time-consuming.

Fancy word-processing layouts only bog down our layout department, as your formatting has to be removed before we can place your work into our page formats so we ask that you use simple Microsoft Word documents in Times New Roman only. Also, when you type for publication, there should only be ONE SPACE after the period at the end of a sentence. Although that violates the rule you learned in typing class, when doing page layouts via computer, that extra space causes problems and each one has to be removed. Also, you should understand the differences between dashes, en dashes and em dashes as well as to put all quotation marks on the OUTSIDE of periods and commas. Also, we omit the last comma in a string of characters, otherwise known as the serial comma or Oxford/Harvard comma. (EG: Shoes, socks, shirt and shorts rather than a comma before the and). We know this seems trivial, but this saves us a great deal of time. If we get articles with these errors, our copy editor will notify you of your errors for correction in future articles.

We reserve the right to edit your work if it does not comply with company policies or in the event of grammatical errors. If excessive changes need to be made we may refrain from using the article or your work at a future date.

Your article will be scrupulously fact-checked before being published in our publications. Therefore, we require that your research be as current as possible. You should source actual published studies, not books in which the studies are quoted. The latter is called a secondary reference, and is not reliable. Your research should also be organized and readily available, so you will be able to respond to fact-checkers questions quickly and accurately. You will also be responsible for answering questions readers might have about your work, so accuracy is imperative.

## CONTACTING SOURCES

When contacting sources, please keep in mind that 99% of our members own one rink. This is their livelihoods and they put a great deal of pride, money and effort into their businesses. When you're calling and asking personal questions about their business, it may sometimes be a delicate situation. We encourage you to be very polite, to tell them from the beginning that you have been assigned by the editor of the roller skating association to produce an article for RSB Magazine and that you were hoping that they wouldn't mind being interviewed for

the article. Explain to them that their input can be completely confidential, if they so choose, but that you would love to schedule a time to speak with them further about the article you're producing. You may not represent yourself as anything other than a writer on assignment for Roller Skating Association International.

Any member's contact information or data that is provided to you from the association is to remain in the strictest of confidence and you agree to keep this information private and secure. This includes to never email, post, share, print or divulge member data to anyone else.

If you or a close relative or friend are related in any way (e.g., board memberships, employment, volunteer work) to a story you wish to work on, this relationship must be disclosed prior to accepting the assignment.

Under no circumstances are writers allowed to accept gifts, gratuities, free tickets or other special privileges in connection with an assignment from Roller Skating Association International without permission first.

## **AUDIENCE APPEAL**

If assigned, your subject must have broad scope and/or implications. For example, a story about how you handled an employee issue might not be as appealing as a story with interviews of roller skating rink operators and similar business owners to give readers a more in-depth answer to this issue. Reporting must be authoritative and original, based on interviews that you conduct yourself. Health articles, for example, should quote medical experts rather than simply relating a personal tale. Choose a topic that you care about deeply. If your story does not make you happy or sad, angry or elated, excited or curious, chances are that our readers won't care that much either.

Because we must retain a high level of editorial professionalism, we do not accept first person articles unless it is for humorous purposes or experiential. We also do not accept fiction, poetry, cartoons, quizzes, puzzles, quotes, etc.

## **EXCLUSIVITY**

We will not run articles that have run in other competing publications and for feature articles that we are purchasing first time rights for these articles may not be submitted to other competitors.

## **DEADLINES**

Articles must be submitted by the deadlines below, unless otherwise specified. If you are assigned an article as a feature (first-rights piece) and we do not receive your article by the specified deadline your article will not be considered. This same deadline applies for reprints and columns. Writers MUST adhere to our guidelines in order to keep our process as structured as possible. We apologize if this creates any inconveniences but organization is our number one focus.

## **CUT OFF DATES**

*January/February: November 15*

*March/April: Feb 1*

*May/June: Apr 1*

*July/August: Jun 1*

*September/October: Aug 1*

*November/December: Oct 1*

The deadline date is always the 1st business day of the month one month prior. If this falls on a holiday or a weekend it is the next business day.

## **FEES & PAYMENT**

Roller Skating Association International pays .10 per word. We do NOT provide kill fees or provide payment for research done on an article that has not been submitted. In order to receive payment, an article MUST be submitted in full to receive payment.

Payment will be made within 60 days of publication.

## **SUBMITTING MANUSCRIPTS**

You must submit your editorial manuscript to [editor@rollerskating.com](mailto:editor@rollerskating.com) and include the following in or attached to the e-mail.

1. 200-word author byline. Who are you? What do you do for a living? Children, spouse, pets, hobbies, etc.?
2. Photos for the article are required, where applicable. You should request these photos from those you interview, if they're available. Photos should be attached to the e-mail and must be 300 dpi in CMYK format as a .jpg, .tiff, .eps or .pdf. Also include a photo credit for each one submitted. If an individual is in a photo, he/she must agree to be included and they must be identified in the photo caption.
3. Photo of the author is required.
4. A Microsoft Word document of the editorial piece. Please use the font Times New Roman. Please note that we will not return any work or photos submitted (if submitted via mail). We are not responsible for unsolicited materials. Do not send any valuable or irreplaceable items. If you fail to follow these instructions this may result in loss of your submission.

## **SUBMITTING REPRINT LISTS**

We encourage you to submit lists of reprints that you have available for use so long as they have not been used by local competitors to [editor@rollerskating.com](mailto:editor@rollerskating.com). We recommend that you do so on a monthly basis TWO MONTHS PRIOR to our publication date so that we may contact you for any we are interested in using. Guidelines for those we select are listed under SUBMITTING MANUSCRIPTS. Please use the cut-off dates listed above.

## **SUBMITTING QUERIES**

We welcome your queries but only full manuscripts will be considered.

For reprints, you will not receive a reply once you submit your editorial. We receive dozens of requests per day and it is absolutely impossible to reply to all individuals with one staff member handling all publication duties. If your editorial will be used our editor will contact you. Please do not follow up on editorial pieces sent. Because of the sheer volume, we cannot address every submission. You are contacted only when your piece is considered or assigned.

Query letters should be four paragraphs explaining the proposal. IMPORTANT: Propose only ONE topic per query. If more than ONE query is sent your proposal cannot be sorted properly and poses a problem for our organizational methods. The query should be submitted to [editor@rollerskating.com](mailto:editor@rollerskating.com) and include the following:

1. Your central theme or point in no more than a few sentences. If you cannot state the theme in this way, the article surely lacks focus.
2. Your sources on all sides of the issue. Whom will you interview?
3. The story's general trajectory. Briefly, how will you organize it?
4. A summary of your most important writing credits.
5. Include one or two writing samples.

If your query is selected, your article must be original and done on a first-time rights basis only, at which point we will contact you to begin the process. Do not send queries for articles that are already completed as these articles will need to be done using specified references.

## **COPY REQUEST**

If you wish to be sent a copy of your work, you must send a 10x12 manila envelope with \$3 in postage to: Roller Skating Association International, 6905 Corporate Drive, Indianapolis, IN 46278.

## ROLLER SKATING ASSOCIATION WRITER'S AGREEMENT CONTRACT

This contract will serve to confirm your agreement with respect to Roller Skating Association International's (RSAI) acquisition of your written, freelance contribution (the *article*) for Roller Skating Business Magazine (RSB). You agree to all terms of the RSAI writer's guidelines.

You agree to provide to RSAI the name, complete address and telephone number of each source contacted for or named in the article. This source list should accompany your article on the due date specified above. Final acceptance of the article cannot be made without receipt of this source list.

You agree that when at all possible, you will submit photos to accompany the article and will obtain permissions to use these images and will include photographer credit and authorizations and names of subjects in said images or photos when e-mailed for submission to editor@rollerskating.com.

RSAI agrees to pay you the above acceptance fee (.10 cents per word of final edited document) upon use of this article. By signing this agreement, you understand and agree to this fee structure.

You agree to revise the article according to suggestions and advice from RSB's editorial staff until it is ready for print.

You understand that if the article assigned or agreed upon is not acceptable in the sole and absolute judgment of RSAI, RSB will return the article to the writer for use elsewhere and kill fees will not apply.

You understand that the RSAI will reimburse only those expenses documented by receipts and approved in advance by RSB's editor.

You grant RSAI the following rights to this article:

1. The right to edit, abridge, augment, title, and illustrate the article in first or subsequent publication; and 2. The exclusive right to publish and distribute the article for a period of 48 months from acceptance of the article; and 3. Nonexclusive reprint and resale rights; and 4. Promotional and publicity rights, including but not limited to the right to use your name, biography, and likeness in connection with the publication, advertising and promotion of the article; and 5. The right to reproduce and distribute the article on our own behalf in a compilation of similar articles or of other articles that originally appeared in Roller Skating Business Magazine.

All rights granted by this agreement are applicable in all media, including but not limited to all electronic media, whether now known or hereafter created.

You agree that RSAI/RSB will be credited as the original publisher of your article upon any further publication or reuse of the article by you should first-times rights be applicable.

You agree not to share any personal contact information of any and all RSA members that is provided to you by the RSA.

You will undertake efforts in creating this article that conform to reasonable professional standards. You warrant originality and authorship of the article, that there has been no prior sale, publication or transfer of rights of the article, that exercise of the article will not defame or libel any person, or violate the right to privacy or publicity of any person. You will use all reasonable care to check facts and statements and will ensure that to the best of your knowledge the article contains nothing that is libelous or is an invasion of anyone's privacy. You agree to keep all notes, film, tape recordings, and any other pertinent material used to prepare your article. You hereby indemnify RSAI/RSB from all damages, expenses, attorney's fees and the like resulting from a breach of any of your warranties provided herein.

If RSAI publishes the article, it will publish the article in an issue of Roller Skating Business Magazine with a masthead copyright notice in the name of Roller Skating Association International. Registration may give writer certain rights to additional statutory damages in the event of infringement; however, copyright registration is the responsibility of the writer.

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_