



**PITTSBURGH HUMAN RESOURCES ASSOCIATION**

### ***Editorial Guidelines: PHRA Perspectives Newsletter***

*Perspectives* are the official newsletter of the Pittsburgh Human Resource Association (PHRA).

It is only one of the channels for internal communications among members of PHRA.

Potential contributors should also consider the use of weekly e-mails, web pages, networking events and conferences.

#### **Aims**

The aim of the *Perspectives* is to ensure the human resources community is well informed about industry news, events and issues, by providing:

- Timely and accurate reports on issues affecting PHRA members
- News and information about the people who compose the organization.
- A forum for open discussion of PHRA affairs.

#### **Readership**

Approximately 1,250 printed copies of *Perspectives* are sent to the PHRA member database.

In addition to being a resource for current PHRA members, *Perspectives* is also used as a marketing tool to generate interest and attract new members.

#### **Content/Type of material**

- PHRA President's Message
- Executive Director's message – Elizabeth Lamping
- Member Spotlight
- New Member Announcements
- Members moving jobs/receiving certifications
- Latest Industry Trends
- Upcoming Events

#### **Editing and publishing process**

The decision to publish articles is based on whether the information serves the interest of the readers. The editor makes every effort to ensure balance within the limitations imposed by the availability of space.

We welcome any news, story ideas, letters or ads from PHRA members. *Perspectives* editorial staff may edit copy from contributors to conform to PRHA style. Other changes (e.g. ones that make the story more easily understood to a general audience and avoid jargon) will be made, where possible, in consultation with the contributor.

### **General Rules**

All submissions should be sent as an attachment in "Text Only" format, and use Arial, 10-point font. Please do not embed images or format the text within the file. Use the "Normal" font style for the main document text and use "Heading 2" and "Heading 3" for any heading or sub-headings. Avoid indenting with tabs or spaces.

Articles should be limited to 500-1500 words and should include a title, byline (who wrote the article), e-mail address and organization. You can let us know about a presentation that worked well for you or an area of expertise. We want it all!

Submissions are restricted to PHRA members only. Non-members wishing to submit content will be evaluated based on content and availability of space. Please note that PHRA will not accept any articles with a focus on self-promotion or sales.

### **Photos and other images**

You may submit your own photographs for publication. The best way to submit photographs is as a hi-res .jpg, .tif or .eps files, either via email or on a CD or zip disk. Please note that .tif and .eps files are very big and might not email. Please ensure the image is at least 300 dpi (dots per inch) as any smaller will not be of print quality. Also, avoid downloading images off the web as they are rarely of print quality and may be owned by someone else. We can scan slides (transparencies), prints, line drawings and other hard-copy images. Please accompany photographs, illustrations, etc. with suggested captions and credits.

*Perspectives* editorial staff will look for the most visually interesting images and may crop or reject submitted photographs. Some photos may be published in the weekly e-mail as well as in print unless we are notified of a particular reason why this should not be the case.

**Schedule and deadlines**

Space Reservation for display ads is the first of the month prior to publication and camera-ready ad art is due the tenth of the month prior to publication. If there is a Holiday/Weekend involved with the first or tenth, it moves to the next business day.

**Display advertisements**

*Perspectives* accepts paid-for display advertisements. Whenever possible, advertising should be submitted camera-ready. Design services are available to those requiring ad preparations. Current rates for writing, editing, and desktop publishing can be made available upon request.

**Distribution**

The majority of *Perspectives* issues are distributed via mail. Printed copies of *Perspectives* newsletter are also available at all PHRA networking events and conferences. Current and archived issues are available online at [www.pittsburghhira.org](http://www.pittsburghhira.org).

**Contact details**

Suggested contributions can be submitted in any one of the following ways:

- [llamping@pittsburghhira.org](mailto:llamping@pittsburghhira.org)
- PHRA offices 412.261.5537