



Writing an Article on a Speaker

ICSEW InterAct Newsletter Article Guidelines

Thank you for helping the *ICSEW InterAct Newsletter* by providing an article highlighting a presentation from a General Membership Meeting. Below you will find some guidelines to help you through this process. If you are unclear with any of these instructions or require assistance, feel free to contact the [Communications Subcommittee](#).

Step 1: Take Detailed Notes

Address the following questions for good topic coverage:

- What is the name and working title of the speaker? Where are they from?
- What is the history of their topic? Struggles? Achievements? Future prospects?
- How does this program/topic help people?
- Are there any interesting statistics?
- Where can people go to get more information (i.e. phone, email, website)?

Step 2: Introduce yourself to the Speaker Before they Depart

This is an opportunity to thank the speaker for their presentation and to notify them you plan to write an article on their topic for the InterAct Newsletter. Explain we are striving to be a more transparent organization and this enables us to share valuable information with a much larger audience. Offer your business card and ask for one of theirs so you can contact them for a fact/quote check, quotes, pictures, and copies of handouts.

Step 3: Organize Your Write-Up

Create a catchy title for your article. Provide your name and agency in the “By” line. Content should have a strong beginning, middle, and end. Utilize sub-titles and bullets to make specific information stand out. There is no length minimum or maximum for the text submitted—it can be long or short.

Step 4: Submit Your Article Draft and Photograph

Email article drafts and a supporting image to [Tammy Risner](#) according to this schedule:

ICSEW General Membership/Transition Meetings	Issue	Article/Picture Submission Deadline	Article Edits Finalized and Sent to Publisher	Newsletter Draft Completed and Sent to Executive Board	Executive Board Edits Due	Newsletter Finalized and Published Online
September 15, 2009	Fall	September 30	October 12	October 16	October 28	November 4
November 10, 2009	Winter	January 5	January 14	January 20	February 1	February 8
March 09, 2010	Spring	March 31	April 9	April 15	April 27	April 30
N/A	Legislative	May 10	May 20	May 26	June 7	June 11
July 13, 2010	Summer	July 30	August 12	August 18	August 27	Sept. 3

*If you cannot submit your article by the submission deadline, please send it in anyway! We may be able to use it for a future newsletter.

Many thanks for your contribution to this feature!