



Distance Education Report's Authors' Guidelines

We're pleased that you're interested in submitting your work to *Distance education Report*. These guidelines describe who we are, what we're looking for, and how we work with contributors.

About the newsletter

Distance Education Report provides distance educators and administrators with timely information to design, implement, and manage distance education programs and courses. It emphasizes practical applications and administration and discusses the latest developments in faculty development, program planning, marketing, recruitment and retention. *Distance Education Report* serves a practical need for its readers. We ask authors to not merely describe events or developments, but to find practical applications in each story, offering advice readers can use in their work. Case studies of successful programs or best practices are valuable if they describe practices that are transferrable to a broad array of institutions.

Our editorial focus

Our list of topic priorities includes (but isn't limited to):

- 1. Faculty development:** How to recruit, develop and support the best faculty for online programs.
- 2. Course and program assessment:** Proven ways to test the effectiveness of online courses and programs.
- 3. Open source resources and technology:** Offering readers ways that their programs can benefit from the use of open resources.

4. **Institutional relations:** How online programs can become and remain part of the core mission of their institutions.
5. **Legislative and regulatory issues:** How to successfully maintain mandated standards in intellectual property, academic integrity, accessibility, and more.
6. **Persistence and retention:** Advice from programs that have demonstrated effective techniques, interventions, and policies.
7. **Leadership in distance education:** Best practices, resources, organizations.
8. **Student services and Building community:** How to respond to trends in both traditional-age and non-traditional populations and how to best serve diverse student populations.
9. **Resources:** Funding sources, books, professional development programs, conferences.

The newsletter format

The following chart summarizes how a newsletter like *Distance Education Report* compares in format and style to journals and news magazines:

	Academic Journals	News Magazines	Newsletters
Purpose & audience	Report on new research to academic audience	Report on new events to general audience	Offer advice, best practices, or analysis/application of current events/research
Review process	Blind review by editorial board	Editors select and assign stories to staff	Editors base content decisions on guidelines developed by advisory board
Article Length & Scope	Long. May include abstracts,	Length and scope vary	Articles typically 800-1600 words. Tight focus. Include

	in-depth background, and reviews of literature		background only when relevant. Jump right into matter at hand
Style & Assumptions about Readers	Standard academic style. Assumes readers share educational background	Standard journalistic style: short sentences, general vocabulary, short paragraphs. Assumes readers have basic background only	Accessible, useful, more informal. Charts, tables, and other visual guides are helpful; they pack a good deal of information into a tight, easy-to-access format. Call-outs, numbered lists, "Step-by-Step" or "How-to" or Best Practices articles work well.

Working with the editors

After you have decided that your idea fits our publication, priorities, and format, it is time to consult with the editor by sending an email to chill@magnapubs.com. You may choose to present just your article idea or a draft of a manuscript. Either way, we will work with you in a respectful, timely manner.

Editors may edit for length and clarity. We will likely offer some editorial suggestions--for example, ideas about how to make your article more focused on readers' needs. We enjoy working with contributors and assisting in the development of articles that are fine-tuned to meet the needs of our readers.

Frequently asked questions

Q: *How long does it take to get an article accepted for publication?*

A: We aim to respond to queries and submissions within a week. However, the answer may be something like "We would be interested in this piece if it included ... " The

revision process may take a month, and it may take several additional months for publication.

Q: *How much do you pay for articles?*

A: We provide copies of the issue in PDF format, and we mail hard copies to authors. We can even provide complimentary copies to distribute at conferences. However, we do not pay for articles.

Q: *Would you be willing to look at an academic paper?*

A: Sure! We convert academic research into newsletter articles on a regular basis. Sometimes, we will interview authors of research and then write an article in-house about the research, including commentary by the researcher.

Q: *What about copyright?*

A: Articles should not have been registered for copyright or published elsewhere (either on paper or electronically) prior to publication in our newsletters. However, revisions and rewrites may be used under certain conditions. Typically, the author assigns all copyrights for the submitted work to Magna Publications unless other arrangements are made. Articles published in Magna newsletters may be reprinted with permission from Magna Publications.