TECOM CONNECTION NEWLETTER

ARTICLE SPECIFICATIONS GUIDE

OCTOBER 2016

For Article Contributors

(OCTOBER 2016)

<u>Introduction</u>

First and foremost, welcome to the TECOM CONNECTION newsletter!

Other than creating lots of synergy - the purpose of the newsletter is to communicate, inform and increase productivity and morale through relevant articles and resources for the TECOM civilian workforce. We hope to promote unity, motivation and engagement. More importantly, it can be an informal learning tool based on meaningful articles.

Furthermore, we appreciate your commitment to writing and submitting an article or some other form of submission on behalf of Civilian Workforce Development & Training (CWDT). Your participation matters to our TECOM civilian workforce. Our goal is to inform, communicate, educate and our workforce based on your many levels of expertise in varying occupations throughout the Command and external. The purpose of this guide is to assist you in getting published in our newsletter. We have some basic guidelines for great writing to assist you along the way. The TECOM newsletter will be published on a bi-monthly basis unless stated otherwise. Newsletters are an effective engaging and powerful method of communication for our workforce.

<u>Newsletter Release/Deadline Dates</u>

The first step in becoming an article contributor is to browse and select a month that works according to your particular schedule. The next step is to continue reading this article specifications guide as it may offer insight to pending questions you may have regarding submissions. Finally, review the chart below for your desired workable needs and then send an email to: TECOM_COI.fct@usmc.mil/Phone: 703 432-2563 to get approval before moving forward.

Newsletter Release/Deadlines

Release Months	Tentative Deadlines for Article Submission * subject to change
Nov 2016	Oct 21, 2016
Jan 2017	Dec 9, 2016
Mar 2017	Feb 10, 2017
May 2017	Apr 7, 2017
July 2017	June 9, 2017
Sept 2017	Aug 11, 2017
Nov 2017	Oct 13, 2017
Jan 2018	Dec 8, 2017

<u>Acceptable Content Submissions</u>

Are you ready to participate but don't know what to submit? Here are some ways to get published and to have readers actually read your submission. It is essential to remember your submission should be applicable to many audiences across many occupations and disciplines. We hope to promote conversation and networking opportunities across the civilian workforce. Below are acceptable content regardless of your submission it must be approved prior to moving forward. To get approved send, a request to TECOM_COI.fct@usmc.mil

- ➢ **Articles** –Relevant articles that the civilian workforce will find valuable (provide your own topics or request the topic list. Note: the topic list is coming soon
- ➢ **Case Studies and/or white papers**: Show your expertise and how your products and services help TECOM civilians across the workforce
- ➢ **Resources** – Useful websites and links for further information
- ➢ **Introductions** – If you're part of the TECOM family and want to introduce yourself and/ or your family to the workforce. For example, you may include new hires, marriages, birthdays, and graduations, etc.
- ➢ **Success stories and spotlights** – People want to know about each other and here's the forum to show recognition and achievement. Nominate a fellow employee and write about them but get their approval. You may include promotions, awards, individual volunteer efforts and more.
- ➢ **Testimonials**- Discuss your experience regarding classes, training and anything else that may assist other civilians to make an informed decision about future training opportunities
- ➢ **Industry News**- What's new and what's being phased out regarding your particular industry
- ➢ **Educational articles**- Valuable content about educational topics
- ➢ **Question & Answer** – Got a question that may affect many? If a TECOM civilian asks a question, many maybe wondering the same thing and now they have a place to find an answer.
- ➢ **Surveys and Feedback:** This is where the CWDT may inquire and ask TECOM civilians what they want regarding various subject matters
- ➢ **Statistics and/or infographics:** Publish statistics about TECOM demographic; civilians can make inferences as necessary regarding decision making based on stats
- ➢ **Interviews and Profiles:** Presenting civilian personalities and their advice or experience
- ➢ **Product reviews:** TECOM civilians can review products or technology that civilians may find useful
- ➢ **Events**: Advertise your local upcoming events in your TECOM organization such as conferences and expos that encourage people to get involved
- ➢ **Photos:** Include your personal images to capture attention and boost interest to enhance content (subject to approval)

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Submission Process

Here are the basic steps:

1) Send a request to TECOM_COI.fct@usmc.mil include newsletter month of choice, brief example of content, contact info and use "Submission" as the subject in your email
    - ➢ You'll receive an email acknowledgment indicating that your email was received
    - ➢ Within a few days after the email acknowledgment, you'll receive further guidance regarding moving forward with your submission
    - ➢ After approval, IAW the deadline date; submit your draft at least two weeks prior to deadline to allow appropriate time for editing and revisions accordingly (please note most submissions are edited - do not fret - we'll assist you along the way)

2) Submission Requirements (for most articles)

    - ➢ Word doc format – Ensure you have a title, introduction, body and conclusion. Well-developed paragraphs with supporting statements are the intent.
    - ➢ Page length – Please limit your article from one page to three pages (note: contingent on the subject matter you can exceed three pages with approval).
    - ➢ Line Spacing – singe spaced
    - ➢ Font – Arial or Time New Roman (Note: font maybe changed based on newsletter design)
    - ➢ Font Size – 10 or 11 point (use BOLD and italics to emphasize key points or headings)
    - ➢ Audience & Creativity- Consider your audience throughout your article. In terms of creativity, try to have fun with your innovative writing and originality
    - ➢ Title – Think "catchy" and grab your readership attention and encourage further reading (e.g. "How to Get Training Participants Involved, Really? ")
    - ➢ Add your Name – After the title, add your full name, title and your specific career series (e.g. "Jane Doe, Program Analyst/0301")
    - ➢ Contact Information – Optional; email and phone number will suffice; we highly encourage networking between your fellow civilians

3) Formatting the Article (helpful tips)

    - ➢ Outline – Compose an outline to identify steps to assist in organizing your thoughts to managing chunks of information
    - ➢ Plain language – Keep it simple and minimize the use of big words for clarity purposes
    - ➢ Structure – Consider headings, subheadings, bullet points and numbering to break up the text. Avoid long, dense paragraphs of text.
    - ➢ Paragraph Structure – Paragraph consists of several structures that are grouped together which focus on one main subject, theme or central idea.
        - o Topic Sentence – Motivates the reader to want to read more
        - o Body Sentence- (supporting sentences) Good rule of thumb is to have at least five to seven sentences in your paragraph

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- o <u>1st Main Point</u> – Proves, supports or explains the topic sentence
- o <u>2nd Main Point</u> – Provide a reason for the first point made
- o <u>3rd Main Point</u>- The topic sentence or support the first or second main point of the paragraph
- o <u>Conclusion/Summary</u>- Summarizes the information that has been presented. This is often what a reader remembers most – it should be the best part of your article. Show your readers why your article was important and meaningful. Stay away from repeating points in your article. Consider challenging your readers and adding hyperlinks for more detailed information, if possible.

- ➤ <u>Transitional Words & Phrases</u> - Show the relationship between ideas for good transitions for maximum unity and cohesion for readers
- ➤ <u>Graphs & Charts</u> – Visual aids is a smart way to understand more complex information and communicate information more quickly
- ➤ <u>Cite References</u> – Appropriately cite quotes, paraphrases and ideas from original sources accordingly. You must give proper credit.
- ➤ <u>Other Considerations</u> – State the who, why, where, what, and how in your article writing
  - o <u>Spelling and Grammar</u> – Use spell check and edit. Avoid using all CAPS.
  - o <u>Hyperlinks</u> – Provide more information to uses data
  - o <u>Passive Sentences</u> – Use your active voice when writing sentences
  - o <u>Facts & Examples</u> – One of the most common errors in article writing; make a statement and support it with facts and examples (more specifically -Marine Corps specific)
  - o <u>Humor</u> – Wherever you see the opportunity to add appropriate humor use it accordingly
  - o <u>Tools & Resources</u> - Maintain your own toolkit of various resources for optimal writing
- ➤ <u>Peer Evaluation</u> – Be open to objective opinions; have others evaluate your article; be receptive to constructive feedback and improve as suggested (we all need revisions at times)
  - o Read the article out loud; proofread one sentence at a time

4) <u>Addition Writing Resources</u> – use as needed

- ➤ [The Purdue Online Writing Lab](#)
- ➤ [GrammarBook.com](#)
- ➤ [The Writer's Handbook](#)
- ➤ [Guide to Grammar & Writing](#)
- ➤ [The Center for Writing Studies](#)
- ➤ [LearningPath.org](#)
- ➤ [Online Writing Lab – Transitions](#)

Note:

As stated, your article will be reviewed upon submission and subject to editing for appropriate content to ensure the highest quality for our TECOM civilians. If your content, does not meet our expectations it may not be published in our TECOM newsletter. ***Article specifications are subject to change anytime on behalf of Civilian Workforce Development and Training. Please request a copy. Our goal is to maintain excellence in professional communication that is value-added to our TECOM civilians.

Prepared by: Terra Eidinger (Editor)