



WRITER'S GUIDELINES

Our Readers:

Waterpark Resorts Today is the only publication devoted exclusively to the management, design and development of waterpark resorts. Our readers look to this quarterly magazine for the latest trends, ideas and issues facing this fast-growing industry segment. Our articles run the gamut from customer service trends to water quality management tips and everything in between — all with the focus on the waterpark aspect of the resort. Waterpark Resort pros view our magazine as an unbiased, reliable and important source for this information and the articles that we publish must meet those criteria.

General Style:

Waterpark Resorts Today welcomes contributions from industry experts and researchers. The magazine follows the Associated Press style guidelines as well as some inhouse style rules.

Sourcing:

Waterpark Resorts Today takes great pride in providing accurate, unbiased information. To that end, writers should use reliable, unbiased sources. Journals research or university research is always a good bet. Original research is also welcome as long as it is conducted in a reliable unbiased manner.

For Attribution, we use typical magazine sourcing guidelines for both features and columns. This is different from journal sourcing. With magazine style sourcing, the writer gives the source for the information as part of the sentences, not as a footnote or in parenthesis. No bibliography is necessary. On first reference, the source should be identified with:

- First and last name
- Title
- Company name
- City and state of company location

Example: "All experts are welcome to submit articles for publication," said Gary Thill, editor of *Waterpark Resorts Today*, based in Los Angeles, Calif.

This sourcing guideline is the same for quotations and paraphrasing.

Example: The magazine gives experts who contribute a bio and a mug shot, according to Gary Thill, editor of *Waterpark Resorts Today*, based in Los Angeles, Calif.

Finally, whether sourcing quotations or paraphrases, second reference requires only the last name of the person.

Format:

Columns or features should be in Microsoft Word, with no formatting, such as bullets or numbering (these must be undone for our inhouse formatting purposes and simply waste time).

Word Counts:

Columns are between 800 to 1,000 words.

Features are 1,500 to 2,500 words

Features:

Features are longer articles with multiple sources (between 4 and 8, depending on the topic). They are NOT typically written in the first person, unless the author is a noted expert. Except for special issues, features are about topics of general interest or importance to aquatics professionals. They are NOT facility profiles. Specific facilities may be mentioned in discussion of a general topic such as use

of UV, but these should be used as examples, not profiles. It's a good idea to review past magazines issues or our Web site for examples of past features and approaches to topics.

Columns:

There are currently 2 different columns in *Waterpark Resorts Today* that may be written by industry experts. As such they may be written in the first person if the author is a noted expert. Each columnist receives an author's note at the conclusion of his/her article.

These columns are:

Design Matters: This is a column about all aspects of facility design and operations. Issues with budgeting, construction and development all fall under this category. As with all other columns, no brand names are used, and no particular type of product is advocated over another.

Trends & Ideas: This column highlights new trends and information affecting the waterpark resort industry. Topics might include new technologies, types of equipment, business models, marketing, programming or customer service trends. As with other columns, no brand names are to be used, and no particular product is to be advocated over another.

What to Submit:

Once you have been assigned an article please note the deadline and plan accordingly.

- We recommend that author's submit an outline prior to writing a draft. Editors can then provide feedback and get a sense of what the article will include, which will help in planning.
- All final drafts should be e-mailed in MS Word format (Font: Times/ Size 12 pt). Along with the final draft, please email a head-shot photo (see below for photo instructions) of the author and a short 1-paragraph bio including professional experience and accolades.

Photos:

Any accompanying art is appreciated. The assigning editor may have photo requests. All photos can be emailed as attachments along with the article and should include an appropriate caption identifying what's in the picture. Photos should be hi-resolution (300 DPI)