

# STRUCTURE<sup>®</sup>

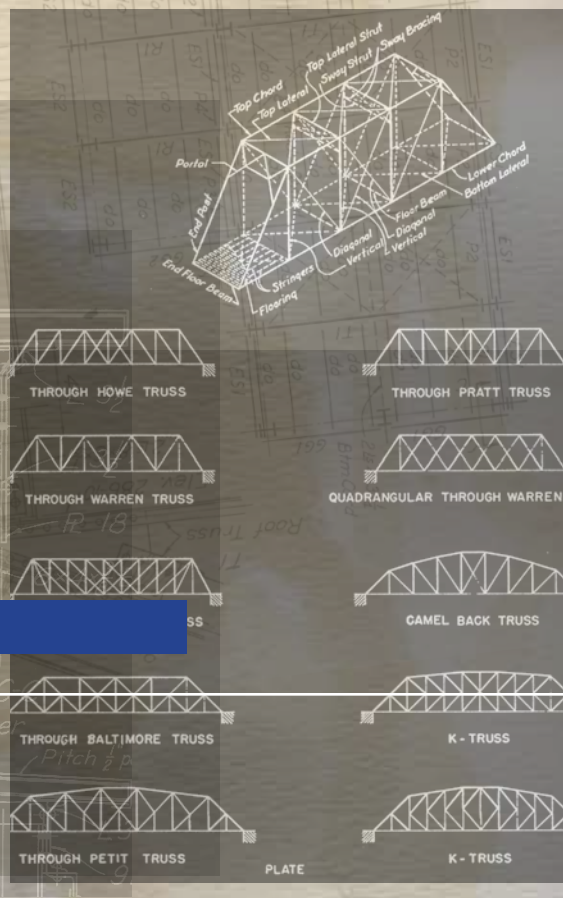
A Joint Publication of NCSEA | CASE | SEI



# 2012

## AUTHOR'S

## HANDBOOK



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# Welcome!

Please review our guidelines carefully. An understanding of STRUCTURE's parameters for articles will provide you with a sound basis for submitting articles that end up in print!

Thank you for your interest in STRUCTURE® magazine. As a premier publication of the National Council of Structural Engineers Associations (NCSEA), The Structural Engineering Institute (SEI) of ASCE, and the Council of American Structural Engineers (CASE) of ACEC, STRUCTURE communicates with every member of the leading structural engineering associations in the United States. STRUCTURE content is information readers refer to, time and again.

We stress that the publication is a magazine. Our goal is to provide structural engineers with casual reading on materials, techniques, professional issues, resources, and more. With each article, we strive to provide a detailed overview of the subject, and encourage readers to reach out for more in-depth information. STRUCTURE is *not* a journal. Lengthy, in-depth papers are not standard fare in the magazine.

Our publication is unique; its oversight is provided by an Editorial Board comprised of structural engineers representing a wide cross-section of specialties. The Editorial Board's oversight has made STRUCTURE magazine the premier resource for practicing structural engineers... quality content generated by SE's for SE's.

In addition to assisting in developing/maintaining the magazine's annual Editorial Calendar, Editorial Board members are the primary contacts for STRUCTURE's authors. Whether an author is contacted by the magazine to write an article, or he/she has presented an abstract that has been approved for a future issue, an Editorial Board member is assigned to each article proposed for print. These "Shepherds" assist authors with content, criteria, deadlines, article reviews and more.

We look forward to working with you!

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## STRUCTURE®

THE PRACTICING STRUCTURAL ENGINEER'S RESOURCE

### VISION

STRUCTURE magazine will be the premier resource for practicing structural engineers.

### MISSION

The Editorial Board will engage, enlighten, and empower structural engineers by publishing interesting, informative, and inspirational content in STRUCTURE magazine that is professionally relevant, technically reliable, and intellectually refreshing

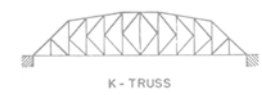
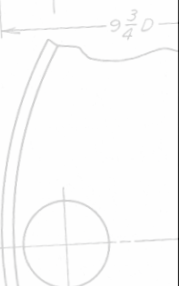
### OBJECTIVES

Through STRUCTURE magazine, the Editorial Board will:

Disseminate useful tips, tools, and techniques that will help structural engineers increase the quality, productivity, and profitability of their work.

Introduce new and innovative concepts in structural engineering through project descriptions, case studies, lessons learned, and other approaches.

Promote structural engineering as a true profession, not merely a technical avocation, and highlight how it is unique from the other design disciplines.



PLATE

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PRATT TRUSS

THROUGH WARREN TRUSS

# Article Guidelines and Rules

Remember that articles must be of interest as information to the reader. In general, it is important to write articles that are informative, timely, and practical to structural engineers. We remind authors that STRUCTURE® magazine is not a journal. As such, lengthy and detailed “papers” are discouraged.

Appropriate content for STRUCTURE magazine includes Technical, Project, Product, InSights, and Forum articles, as well as Letters to the Editor; they should be original and not previously published. Prospective authors may offer articles, or STRUCTURE magazine may invite articles from individuals or organizations.

No articles are guaranteed publication; all articles are subject to the same scrutiny before acceptance, regardless of the source.

For invited articles, STRUCTURE magazine may provide an abstract to guide the author on key points of interest.

Editorial Board members are assigned to articles and authors to clarify requirements and assist with content. These “Shepherds” are a resource for article criteria, review, and deadlines.

When preparing an article, consider the following:

- Use simple, clear language and include definitions of terms and abbreviations.
- Start with a clear and logical structure for your information.
- Outline main points. Do your points follow logically?
- Keep similar topics together in the flow of the article.
- Write in plain English. Avoid jargon. Use short words.
- You are writing for a publication of general interest. An appropriate rule is to write as if you were describing the contents of your article to a colleague or friend.
- Avoid the inclusion of mathematical equations, unless absolutely necessary.
- Laudatory language and self-promotion are prohibited.
- Do not write in the first person.
- Avoid the use of passive voice (“The project was designed . . .”).

References are not usually published in the magazine, but should be provided on a separate page for posting on the STRUCTURE mag-

azine website in an on-line version of the article. This allows the reader to access additional information on the topic. Be cautious about including references to Web pages, as websites change frequently, and may or may not be stable.

When an article contains **symbols** and **unusual characters**, as in formulas, please fax a copy of the article to the Editor at 608-524-4432. This ensures that electronic transmissions and differences in word processing programs do not alter the symbol(s) in any way.

Other general rules to remember while developing your article include:

- No more than three authors will receive by-line credits in the print version of the article. It is the primary author’s responsibility to obtain article approval from all author’s prior to submission. If the Publisher encounters disagreement between authors at the time of “layout review,” it is likely that the article will be pulled until the issues are resolved.
- No more than 3 to 5 graphics (including all photographs, figures and drawings) should accompany articles, unless the author and Shepherd agree to a need for more graphics to adequately express information and reduce the amount of text to compensate.
- Limit the use of tables. Although they are useful to present data, remember that large tables can significantly reduce the number of words that will fit into the printable space allotted for your article.
- **All submissions** must include a byline, and a one or two-sentence description of the author(s). Each Author Tag should also include an email address or telephone number for readers to contact you for more information. Lengthy biographies and/or resumes are not acceptable Author Tags. Author photographs will not be included with any article.
- When submitting an article, please include your full name, title, current affiliation, and email address, as requested on the Author forms.
- Include at least five (5) keywords with every article. All printed articles are posted on the STRUCTURE website. Keywords will facilitate searching for your article on-line.

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- All submissions must be accompanied by appropriate signed Forms (*see Forms at the end of this document*). The article will not be published unless appropriate forms are received at the Publisher prior to final article deadlines.

## Article Types

In general, STRUCTURE magazine prints the following types/lengths of articles:

Technical Articles	1,800 to 2,400 words
Project Articles	1,200 to 1,600 words
Forum Articles	800 to 1,200 words
Product Articles	800 to 1,000 words
InSights Articles	700 to 900 words
Letters	100 to 200 words

Our goal for the printed article is tied to the number of pages available. Page count is based on a combination of word counts and the number of graphics in the article. The word counts listed here will be reduced, depending on the number and size of graphics and tables, to fit printed page limitations. Examples can be provided upon request.

Descriptions of these general article types, including suggestions and restrictions, are included below.

## Technical Articles

These articles present technical information on subjects of interest to structural engineers. Topics can include:

- Codes and standards
- Design and analysis
- Technology advances and their use by structural engineers
- Business practices, management, growth, and other business topics
- Education, professional development, and licensure

Technical articles should be **no more than 2,400** words, and include figures, graphics or other images appropriate to the topic to add visual interest. Please remember that extra graphics and tables will reduce the maximum word count. (*See Graphics Guidelines for information on type, resolution and submission.*)

Include Author(s) contact information, so that the reader may have a point of reference for possible questions.

## Project Articles

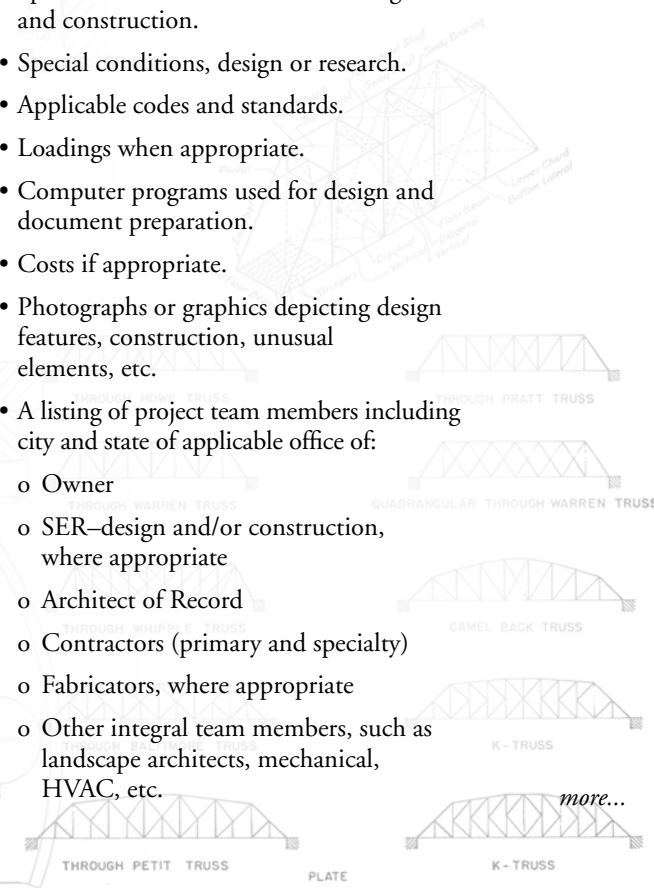
Project Articles should be informative. By definition, a project is something that has been or will be undertaken. These articles should not be written about theory.

To be of interest to STRUCTURE magazine readers, project articles must include unique structural aspects, unusual and/or innovative structural solutions, etc. These aspects should be able to be used by the readers on their own projects. Consider providing:

- Introduction or overview of the project, including why it is exemplary. This portion of the article should be in a newsworthy format, easily read.
- Brief descriptions of project details. Do not include design details to the extreme, or design formulas.

Authors should include as much information as possible that would be of technical interest to practicing structural engineers, such as:

- Structural engineering design features of interest, including special design criteria.
- What is the most significant item in the design?
- Describe any Unique challenges.
- Special lessons learned from the design and construction.
- Special conditions, design or research.
- Applicable codes and standards.
- Loadings when appropriate.
- Computer programs used for design and document preparation.
- Costs if appropriate.
- Photographs or graphics depicting design features, construction, unusual elements, etc.
- A listing of project team members including city and state of applicable office of:
  - o Owner
  - o SER—design and/or construction, where appropriate
  - o Architect of Record
  - o Contractors (primary and specialty)
  - o Fabricators, where appropriate
  - o Other integral team members, such as landscape architects, mechanical, HVAC, etc.





## Writing Tips

*Project Articles for more detail on Project Teams.)* ■

### Create a working title

Your working title helps focus your ideas. Make it brief (three to six words), use an active verb, and aim to be clever but not obtuse. If you cannot limit the title to three to six words, consider breaking the title into a title and subtitle.

### Write a lead sentence or paragraph

This should compel your audience to read the article. A surprising statistic, a witty or shocking quotation, a question, a scenario, or an analogy, are among the devices you can incorporate into a lead. Most important, your lead must be relevant to your topic and get to the point quickly. What is the purpose of your story?

### The body of the article

Use subheadings in the manuscript to signal to the reader the direction and focus the story is taking.

Be comprehensive. Use details that add clarity. Provide statistics, dates, and quantities that support your points.

Pertinent information that is related but perhaps self-contained (e.g., steps in a process or a list of resources) can often be organized in a sidebar – a box of information that stands apart from, but within, the article. Sidebars are

included in maximum word counts.

### In conclusion

Make your conclusion as memorable as your lead. To quote the editors of Harvard Business Review, “A good conclusion adds something new, but relevant, to the article – a forecast, a challenge, a clinching bit of evidence, or, ideally, something to do on Monday morning.”

### Provide the by-line

That is, the full name(s) of the author(s). Include appropriate suffixes (e.g. Ph.D., P.E., S.E., SECB). A maximum of three authors are permitted for printed articles.

### Provide the author information

Write a one- or two-sentence Author Tag for each author that includes an email address or telephone number for readers to contact you for more information. Lengthy biographies and/or resumes are not acceptable Author Tags. Also include full name, title, current affiliation, location, and contact information for all authors at the end of the manuscript.

### Edit and re-write

Edit your article thoroughly at least twice. Delete unnecessary words and phrases. Turn passive sentences into active ones. Move paragraphs to achieve continuity.

Rewrite entire sections. Make sure that every paragraph follows logically from the one before it. Introduce subheadings at least every other page. Don't be satisfied until every sentence says *more...*

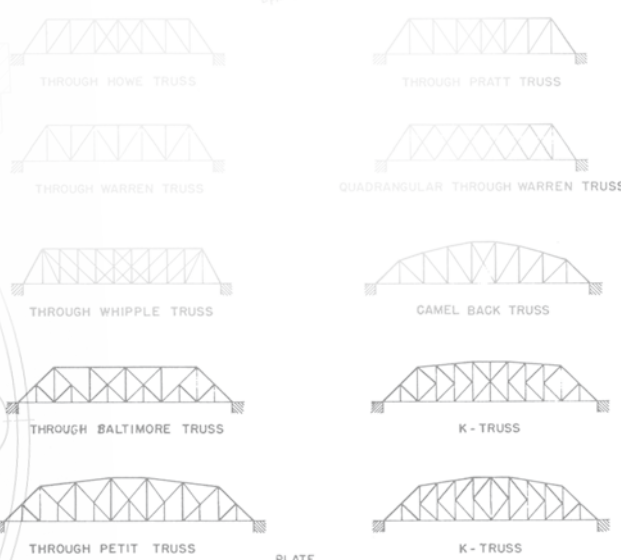


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precisely what you want it to say.

## Technical tips

- Spell out measurements and other abbreviations (e.g. “inches”, not “in.”; “feet”, not “ft.”). Do not use symbols to replace words (e.g. ” for inch; ’ for feet).
- If an organization, code, or other title has an acronym, spell it out once (the first time it is used) and provide the acronym. After that, you only need to use the acronym; e.g., the National Council of Structural Engineers Associations (NCSEA); after this reference, the acronym NCSEA can be used on its own.
- Avoid the inclusion of mathematical equations, unless absolutely necessary. When an article contains **symbols** and **unusual characters**, as in formulas, please fax a copy of the article to the Publisher. This ensures that electronic transmissions and differences in word processing programs do not alter the symbol(s) in any way.
- All graphics, illustrations, line art, and photographs used with articles in STRUCTURE are labeled as **Figures**. If you will refer to a graphic in your article, use the term Figure for all of them (do not switch from Figure to Photograph to Drawing labels within the article). Begin numbering with the first time you reference a graphic, and proceed with numbering logically.
- Write in plain English. Avoid jargon. Use short words.
- Do not write in the first person. (e.g., “We provided several alternatives, each incorporating different materials.” Instead write, “The design firm provided several alternatives, each incorporating different materials.” Replace “I” with “the author”.)
- Write in an active, not passive, voice. A simple tip on defining passive sentences is

to look for the word “by”, or sentences that could be expanded with “by me,” “by the designer,” “by them,” etc. Or, look for instances when the “what” of the verb begins the sentence. To change the voice to active, replace “by” with the active form of the verb referenced; then, make the “what” of the verb end the sentence. For example:

Passive voice	Active voice
The music <i>is heard</i> by me.	I <i>hear</i> the music.
The music <i>is being heard</i> by me.	I <i>am hearing</i> the music.
The music <i>was being heard</i> by me.	I <i>was hearing</i> the music.
The music <i>had been heard</i> by me.	I <i>had heard</i> the music.
The music <i>will be heard</i> by me.	I <i>will hear</i> the music.

## Dimensions

Dimensions should be in English units whenever possible. Metric equivalents can be included in parentheses after the English unit. Spell out units whenever feasible; in particular, do not use ‘ or “ marks to denote feet and inches. For example, do not use 5’. Use 5 feet instead.

## Double-check article accuracy

Review your original source material and verify every name, date, fact and figure. Content accuracy is your responsibility, not that of NCSEA, CASE, SEI, the Publisher, or the Editorial Board.

All articles and graphics will be submitted directly to the Shepherd assigned to your article. All Forms should be emailed/faxed directly to the Publisher. Your Shepherd will provide you with his/her contact information. Contact

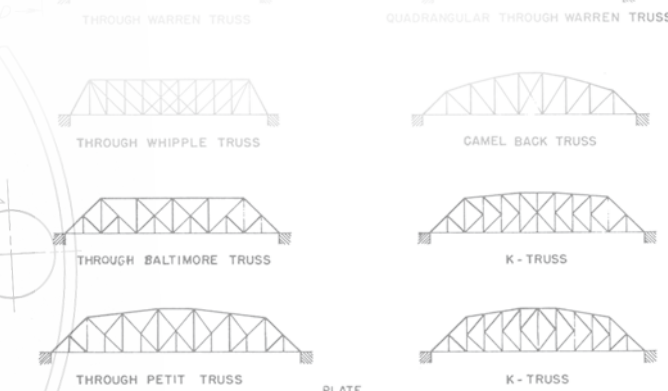


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# Submission Guidelines

information for the Publisher is included in a section in this document. ■

The length of article will be based on word count for ease of reference, and should be discussed prior to submission. Articles must be submitted in electronic format. Electronic formats must be PC compatible, in MS Word, Word Perfect, .txt, or .rtf. PDF formats are not acceptable. Avoid any additional formatting, unless the author is trying to emphasize portions for the editorial staff. Include full name, title, current affiliation, location and contact information for all authors at the end of the manuscript.

Do not submit graphics within articles. These embedded graphics cannot be used in print. You may submit a second version of the article with graphics embedded to provide graphic placement/layout suggestions. It is preferred that the “layout” version of the article be submitted in PDF format. A “layout” version is not a replacement for the text-only electronic version noted above.

Unsolicited articles should be submitted in abstract form first. If the article concept is accepted for publication, a Shepherd will be assigned to explain the magazine’s perception of content for the expanded article, criteria, deadlines, etc.

Articles submitted for publication should be original, and not previously published or under consideration for publication elsewhere. All articles published become the copyrighted property of NCSEA. Authors are required to sign and submit the unaltered “New Material Assurance Form” prior to publication. Reprint of the article in other venues, as printed in the magazine, will be by permission of NCSEA only.

Copyright refers to the article as printed, not the intellectual content. Authors are free to use the content, in a re-written article, in other venues. Graphics remain the property of the author, but release for use in STRUCTURE also grants permission for the magazine to use a credited copy of the graphic in a future issue(s). (See *Forms section*.)

The Publisher assumes that materials submitted for publication are properly available for general dissemination to the readership of the publication for which the article is intended. It is the responsibility of the author(s), not STRUCTURE magazine, to determine whether disclosure of material requires prior consent from other parties, and if so, to obtain it.

The Editorial Board may consider the inclusion of previously published articles upon receipt of appropriate written permission of the original author and/or publisher. If the article is a reprint, the unaltered

“Reprint Consent Form” will be required for all components prior to publication. (See *Forms section*.)

## Article Acceptance

Manuscripts/abstracts are evaluated based on originality of topics, readability, soundness of content, timeliness, and interest to our readers. We may accept your article outright, or accept it contingent on your revision(s). All accepted articles are subject to editing for style, clarity, unacceptable language and grammar, and length.

The Publisher assumes that all authors have approved article content *before* the article is submitted for publication. If the Publisher encounters disagreement between authors at the time of “layout review,” it is likely that the article will be pulled until the issues are resolved.

## Issue Assignment and Editing

Your article will be assigned an issue upon agreement to write the article. In rare cases when STRUCTURE magazine has either too much material for a given issue, or needs to publish an article immediately, your article may be moved to another issue. Please note that Shepherds will suggest changes for article length and readability. Should the author not be comfortable with suggested changes, the article can be pulled from consideration for publication.

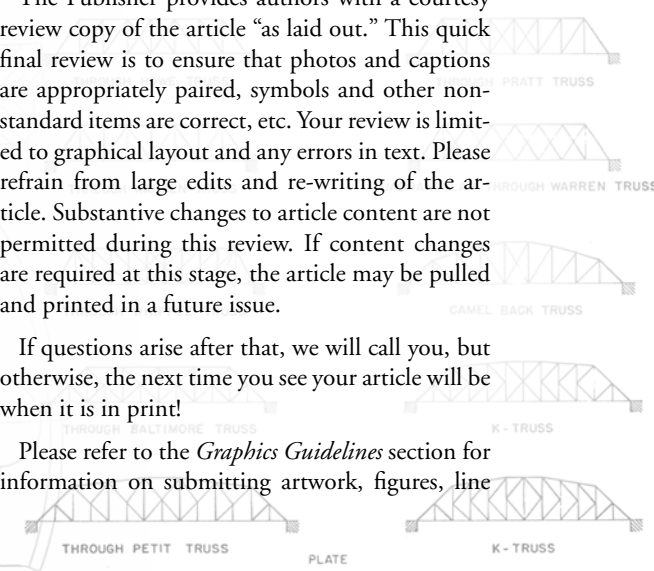
Your writing style is your own, and we make every attempt to preserve it as we prepare your manuscript for publication. We do try to make the copy as substantive, clear, and lively as possible. If your article is substantially revised, we will send you the edited version, and you will have approximately three days to review it.

The Publisher provides authors with a courtesy review copy of the article “as laid out.” This quick final review is to ensure that photos and captions are appropriately paired, symbols and other non-standard items are correct, etc. Your review is limited to graphical layout and any errors in text. Please refrain from large edits and re-writing of the article. Substantive changes to article content are not permitted during this review. If content changes are required at this stage, the article may be pulled and printed in a future issue.

If questions arise after that, we will call you, but otherwise, the next time you see your article will be when it is in print!

Please refer to the *Graphics Guidelines* section for information on submitting artwork, figures, line

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# Author Checklist

Department if you have any questions regarding graphics preparation and submission. ■  
Is this an original work that has not been published elsewhere? Reprints will be published only with prior Editorial Board approval and appropriate permission forms.

Does this article promote a specific product, service or company? If so, reconsider.

Is this an unsolicited article? If so, please submit an abstract for consideration.

Did you read and follow the Article Guidelines and Writing Tips?

Did you read and follow the Submission Guidelines?

Did you read and follow the Graphics Submission Guidelines?

Does the article contain a byline and a one- or two-sentence description of the author(s)?

Have all co-authors reviewed and approved the article and graphics prior to submission for publication?

Did you include appropriate graphics, with captions and any photo credits if applicable?

Are your graphics submitted as individual files formatted as JPG, TIF, EPS, PICT, or high-resolution PDF? Are all graphics at a minimum resolution of 300 DPI?

If your article contains symbols or unusual characters, did you fax a copy of the article to the Publisher?

Will you submit the article as an acceptable digital word processing or text file via e-mail, ZIP disk, DVD-ROM, or CD-ROM?

Have you provided a minimum of five (5) keywords with your article and/or on the appropriate form?

Have you forwarded a signed hard copy of all pertinent forms to the Publisher? (*see the Authorizations/Assurances section of this document*)

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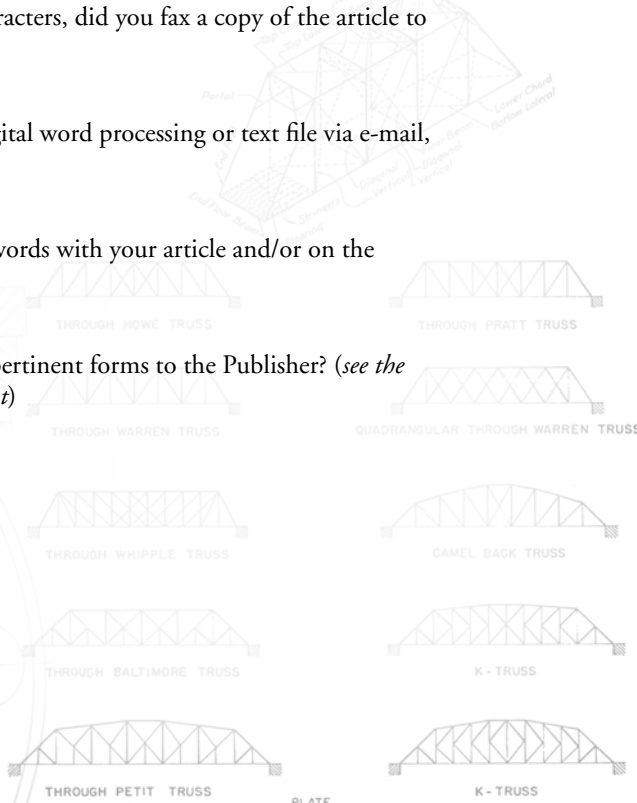
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# Contact Us

EDITORIAL BOARD CHAIR  
[chair@STRUCTUREmag.org](mailto:chair@STRUCTUREmag.org)

PUBLISHER  
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 608-524-4432 (Fax)  
[publisher@STRUCTUREmag.org](mailto:publisher@STRUCTUREmag.org)

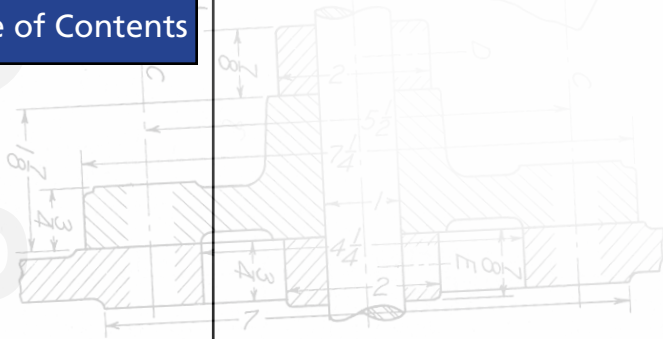
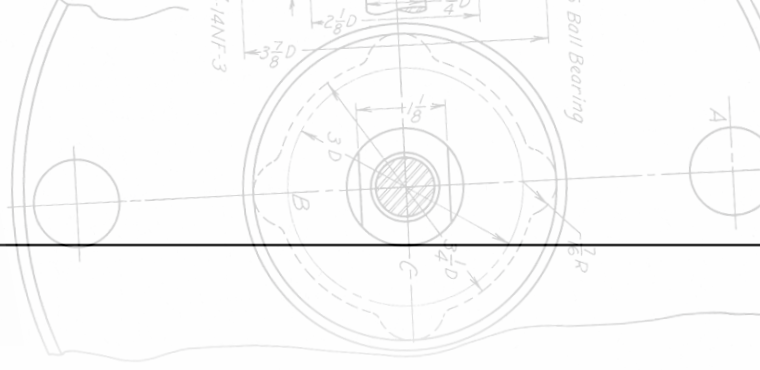
GRAPHICS  
 608-524-1397 (Phone)  
 608-524-4432 (Fax)  
[graphics@STRUCTUREmag.org](mailto:graphics@STRUCTUREmag.org)

Send all correspondence to:  
 C<sup>3</sup> INK  
 Publisher, STRUCTURE magazine  
 148 Vine Street  
 Reedsburg, WI 53959

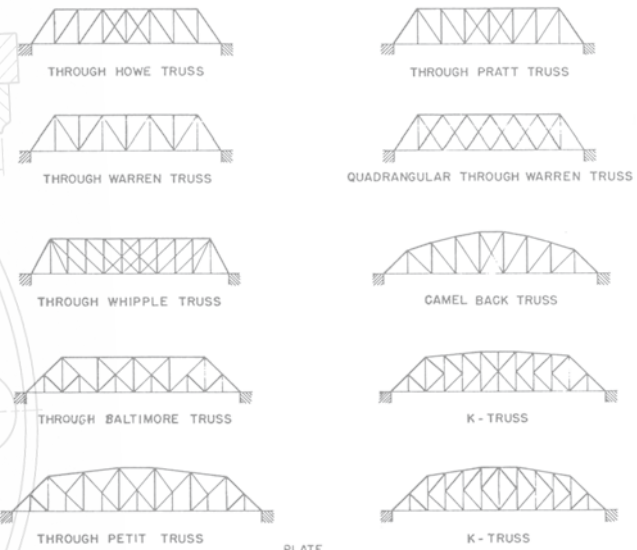
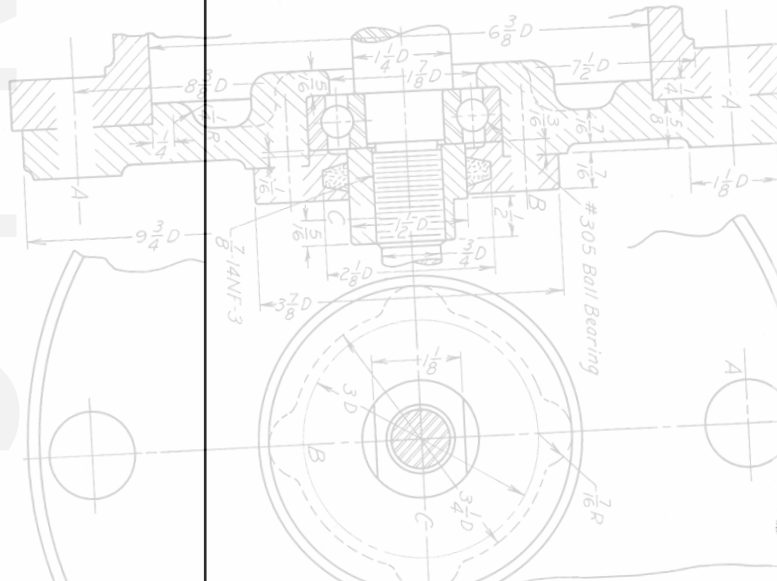
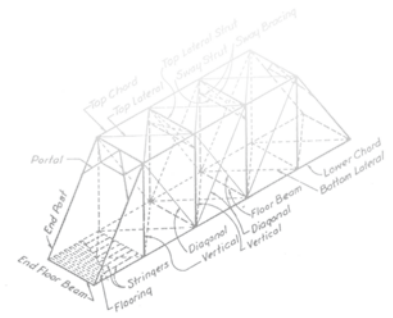
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# Author Intent Form...

**Anticipated Issue:** \_\_\_\_\_

## **Author Intent to produce an article for STRUCTURE® magazine**

The undersigned intends to produce an article for publication in STRUCTURE® magazine, and warrants that they have obtained and read the Author's Guidelines (available for download at [www.STRUCTUREmag.org](http://www.STRUCTUREmag.org) or via e-mail from the publisher). Please provide the following information:

**Article Topic:**

**Outline/Description will be submitted on: (date)** \_\_\_\_\_

**Draft article will be submitted on: (date)** \_\_\_\_\_

**Final article will be submitted on: (date)** \_\_\_\_\_

### **Primary Author Contact Information:**

Contact Name:			
Alternate Contact:			
Company:			
Address:			
City/State/Zip:			
Phone:		Fax:	
Email:			

Print Name: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

<i>The following information will be provided by STRUCTURE.</i>			
Shepherd			
Shepherd's Email			
<input type="checkbox"/>	Technical Article (1800 to 2400 words)	<input type="checkbox"/>	Project Article (1200 - 1600 words)
<input type="checkbox"/>	Forum Article (800 to 1200 words)	<input type="checkbox"/>	Product Article (800 to 1000 words)
<input type="checkbox"/>	InSights Article (700 to 900 words)		

**A signed copy of this form and all materials should be forwarded to the Publisher:**



**C<sup>3</sup> Ink**  
148 Vine Street  
Reedsburg, WI 53959

P: 608-524-1397 F: 608-524-4432  
E-mail: [publisher@STRUCTUREmag.org](mailto:publisher@STRUCTUREmag.org)



# New Material Assurance Form

*Instructions: Please complete all pertinent information. Save a copy of the completed form to your computer. Print the form, sign and date; fax or scan/e-mail the signed form to the Publisher. For all additional authors (maximum of 2) – forward an electronic copy of the completed form and request that they print, sign & date, and fax or scan/e-mail the signed form to the Publisher.*

## Primary Author's Contact Information

Article Title:			
Contact Name:			
Alternate Contact:			
Company:			
Address:			
City/State/Zip:			
Phone:		Fax:	
E-Mail:			
Author 2:	Name:		
	E-mail:		
Author 3:	Name:		
	E-mail:		
Please provide five (5) keywords from your article ( <i>for use in future indexes to enhance search ability</i> )			

## AUTHOR'S ASSURANCE AND AGREEMENT

The author represents and warrants that his/her part of the work as submitted will in no way violate any copyright, or any other right, and will contain nothing libelous or otherwise unlawful. This article, in full or in part, has not been printed in any other publication.

The author understands that when this article is accepted for publication, copyright of the article, including the right to reproduce the article in all forms of media, shall be assigned exclusively to the National Council of Structural Engineers Associations (NCSEA). NCSEA will not refuse any reasonable request by the author for permission to reproduce any of his or her contributions to STRUCTURE®.

In addition, the author warrants that all graphics as submitted will in no way violate any copyright, or any other right. The author has obtained permission to use any submitted graphics that possess copyrights held by others.

I hereby authorize Copper Creek... a communication group, STRUCTURE magazine Publisher, to use the article content and graphic(s) provided in the said issue of STRUCTURE magazine, and to use the article content and graphic(s) provided for any reprint requests of said issue. STRUCTURE magazine agrees to credit all photographs/graphics.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Print Name: \_\_\_\_\_

*For a project article, please check one of the following:*

- I am (or my firm is) the Structural Engineer of Record (SER) for the project(s) described in this article.
- The SER for the project(s) described in this article is \_\_\_\_\_ and has approved my submission.

Return Graphics?  Yes  No

**A signed copy of this form and all materials should be forwarded to the Publisher:**



C<sup>3</sup> Ink  
148 Vine Street  
Reedsburg, WI 53959

P: 608-524-1397 F: 608-524-4432  
E-mail: publisher@STRUCTUREmag.org

**SAMPLE Only. Click here to download an interactive form.**



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