BCWWA
BC WATER & WASTE ASSOCIATION

Safeguarding public health and the environment through the sharing of skills, knowledge, education and experience, and providing a voice for the water and waste community.

Watermark Magazine: Author Guidelines

Watermark magazine is the official publication of BC Water & Waste Association (BCWWA). *Watermark* is published quarterly and covers a wide range of water and wastewater related topics. Prospective authors are encouraged to visit the *Watermark* archives to become familiar with the magazine's style and previous articles: www.bcwwa.org/resources/watermark-magazine.

Each issue contains 4-6 feature articles on technical topics corresponding to the editorial calendar. Technical articles are an important part of the magazine, and are the highest-read component. While *Watermark* editors may send direct requests for articles from individuals or organizations, BCWWA also welcomes unsolicited submissions.

While *Watermark* strives to offer a variety of voices and writing styles in each issue, each article must follow some basic guidelines:

Permission to print:

By submitting an article, photo, or a combination thereof, you are giving permission for the submitted materials to be printed in whole or in part in *Watermark* and online.

If you are not the copyright owner of the material, you must seek permission from the owner and submit to BCWWA a copy of their written permission to print along with the material.

Non-commercial content:

Feature articles should be of interest to a general audience, provide informational content, and be free from any promotional language. Specific product information should be made generic unless its inclusion is essential for the reader's understanding. Company names should not appear in an article more than twice.

Target audience:

Articles submitted must be of interest to *Watermark* readers. Our readership is comprised of over 4,000 consulting engineers, municipal plant and equipment operators, mechanical and general contractors, scientists and environmentalists, government officials and municipal leaders, as well as manufacturers, distributors, and suppliers in BC.

Article length:

Feature articles typically contain between 1,500 and 2,500 words. Articles should be submitted in electronic format (Microsoft Word). Please include author(s) names, job title(s), company, telephone numbers and email addresses in case follow up is required.

Shorter 750-word articles are also accepted for non-feature articles – please let the *Watermark* editorial team know your estimated word count prior to submission.

Writing style and editorial guidelines:

Articles submitted should resemble a magazine feature rather than an academic paper. All articles should have a headline, as well as one or two short introductory paragraphs that hint at the outcome. Where possible, section headings, sub-headings and bullets are recommended to break up the article into easy-to-read segments of information. The article should have a logical flow from beginning to end, whether it is chronological, spatial or by order of significance. Any references should be attributed within the text of the article. Information that is relevant but not central to the article – such as a list of Internet resources or further readings – should be listed separately.

BCWWA reserves the right to edit manuscripts with respect to length, clarity and conformity within the editorial guidelines, and according to the *Canadian Press* style guide (www.thecanadianpress.com/products_and_services.aspx?id=86). BCWWA will contact authors to clarify any substantial edits and/or send back edited manuscripts for review or approval when necessary. Authors may also be asked to revise their articles or provide additional information.

Photos, artwork, tables and charts

Authors are encouraged to submit accompanying artwork, especially original photos illustrating locations/equipment mentioned in the article. Original graphic files (photos, figures, tables and charts) must be sent as separate files – not inserted within the article text file.

Here is a list of the preferred file formats for each type of artwork:

Photos and figures	TIFF, JPEG, or EPS (at least 300 DPI).
Tables and charts	Microsoft Word or Excel – PowerPoint files are not accepted.

Captions and credits should be given to the photographer or copyright owner, where applicable, for each artwork file submitted. The captions and credits may be listed at the end of the article text file.

Artwork file names should correspond to the content, and should be referenced within the article text file, e.g. 'Figure 1 –wastewater treatment plant.jpeg'.

Author biography:

Article author(s) should submit biographical information, including title or professional discipline; professional or educational degrees, titles and certifications; and company name or educational institution for inclusion in their byline at the beginning of the article.

If desired, authors may also submit a short (150-200 word) professional biography for placement at the end of the article.

2018 Editorial Calendar

Issue	Theme	Content Deadline	Mail Delivery
Spring 2018	Preparing for the Future of Water	March 2, 2018	April 25, 2018
Summer 2018	The Power of Data	June 11, 2018	August 1, 2018
Fall 2018	Water Sector Workforce	August 17, 2018	October 8, 2018
Winter 2018	Green Opportunities	October 22, 2018	December 14, 2018

Questions? Please contact *Watermark* editorial team at communication@bcwwa.org phone 604-630-5350.