

inCite policy statement and guidelines

We asked for your suggestions for a new-look *inCite* in issues 13 and 19 last year, and received about a dozen replies. Not a lot, but some of these were the outcome of discussion in the Branches and so provided collective input from groups of thoughtful people. We took your helpful advice into account when preparing the policy statement and guidelines. These have now been seen and approved by the ALIA Executive Committee and are given below for your information, inviting further comment. If some parts seem a little fuzzy, bear in mind that we aim to give you and us enough elbow room to continue to experiment and develop *inCite* further.

Policy

1. *inCite* is the newsletter of the Australian Library and Information Association, ALIA. It is supplied free of charge to all members of ALIA and is available on subscription to non-members.
2. *inCite* is published in 20 issues a year, of 16-20 pages. *inCite's* budget aims to recover its costs through advertising (and occasionally, when appropriate, through sponsorships). The budget can be balanced if 35 per cent of the pages are sold to advertisers. No more than 35 per cent of space in any one issue will be sold to advertisers. Inserts are not included in this 35 per cent. Advertising will be limited to items of potential interest (broadly defined) to ALIA members. ALIA divisions receive discounts (the amount is currently under review) on advertisements and inserts. Events are free to ALIA divisions, but are charged to outside bodies. The number of pages will not normally fall below 16, but 20 or more depends on the quantity of advertising secured for that issue.
3. *inCite* is the primary channel by which ALIA members are informed about, and can comment on, activities involving them and issues concerning them. The Feedback column, other columns with news and views on ALIA and its Divisions (e.g. Front Line, Direct Line, Letters to the

- Editor and Events) and *ad hoc* short features are examples of means by which such communication is effected.
4. *inCite* is also a channel for information responding to members' professional needs: e.g. Picket Line, Train Line.
5. *inCite* should offer short feature and news articles and brief book announcements and reviews (as in The Source) on topics of professional interest to ALIA members. In general, *inCite* should complement ALJ.
6. The Editor's decision on whether to publish a particular submission or not is final. The Editor will not censor or suppress material *only* because it adopts an unpopular viewpoint or deals with controversial topics. The writers' views are their own, and publication of a contribution in no way implies ALIA's endorsement.
7. Editorial selection of material for publication should encourage contributors to express their views on issues with relevance for a number of members, rather than focus on the problems of one individual that may be resolved better by

- direct correspondence. Where many readers write to comment on an issue (like last year's debate on the level of Conference fees), the Editor may have to select a few representative letters for publication and refer briefly to the others *pro* and *contra*. Where a letter has to be abridged, the Editor should (where time allows) inform the author ahead of publication. In some cases the Editor may offer another member the right of reply in respect of a particular letter, for publication with that letter.
8. Overall, *inCite* should interest and entertain. It should be informative, with a light touch, aiming at the best journalistic standards and making free use of headlines and 'pull quotes' to attract readers and enhance understanding. It should have a good balance of carefully selected illustrations to text.
9. *inCite* will continue to try to shorten its publication cycle. However, the time taken for distribution across Australia may remain the greatest obstacle to any spectacular shortening of deadlines. □

Guidelines for contributors to *inCite*

1. **Keep it short:** Feedback and news items should be no longer than 400 words, Letters to the Editor less than 250 words, Events less than 30 words. The Editor reserves the right to summarise or excerpt longer contributions, where this is necessary in the interest of space or to maintain a balance with other items.
2. **Keep it relevant:** *inCite* is a national newsletter, and items are accepted for publication because they will interest or entertain members across Australia. For example, in a Feedback item about a meeting you should not dwell on its location, the weather, the catering or other apparently extraneous factors unless these were integral to the purpose of the meeting. You should focus on the purpose of the meeting, what the speaker(s) said, why it was important and what the consequences will be. You should provide local context where necessary, to ensure that your readers understand the significance of your item.
3. **Photographs** are welcome provided they have some connection with the item. They should be sharp, contrasty black and white (preferably) or colour prints. Whatever is intended as the main subject should be prominent in the picture. We can crop the non-essential, but once the shutter has clicked we cannot make people stand closer together, pose them differently or bring them into focus.
4. **The style** follows the *AGPS Style Manual* 4th edition. Spelling follows *The Macquarie Dictionary* Revised Edition (1985). If you are sending a long contribution (e.g. a Front Line, or other article by prior arrangement!) it would save time if you send your word-processing disc with the hard copy: we use Macintosh for *inCite*, but we can read most 5.25" 360K discs (not 720K nor HD) and 3.5" discs of any capacity. We shall faithfully return your disc after use.
5. **Keep to the deadline:** there is **no** slack in the *inCite* system and we must be ruthless about going to press without waiting for late contributors.
6. **Keep the Editor informed:** let the Editor know that an item is on the way. If you want to bend any of these guidelines, particularly with regard to the length of your contribution, discuss it first by phone or (better) by FAX.
7. **Advertisements and inserts:** information and instructions are given in the *inCite* 'rate card', *Everything you need to know about inCite...*, which all potential advertisers should have. Advertisements can **only** be accepted in *inCite's* standard sizes.

* We can convert most word-processing files, but it would help tremendously if you could indicate on the disc what format it is in, such as 'Word Perfect 4.1' or 'ASCII text only'. Sending a text-only or ASCII file will make our life easier.

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