

ANSI Editorial Guidelines: Print and Electronic Media

All editorial content published by ANSI shall adhere to guidelines for impartiality, accuracy and integrity as addressed in this document.

Introduction

The American National Standards Institute (ANSI) is a private non-profit organization that administers and coordinates the U.S. voluntary standardization and conformity assessment system. Its mission is to enhance U.S. global competitiveness and the American quality of life by promoting, facilitating, and safeguarding the integrity of the voluntary standardization system.

Media

The Institute's primary communication vehicles for news and editorial content are its website, ANSI Online (www.ansi.org), and its weekly e-newsletter, *What's New?*

Readership

What's New? is each distributed to a diverse audience comprising corporate, organizational, government and consumer interests in the United States and around the globe. The Institute's website receives on average more than three million hits per month.

Content

Content typically addresses the development, promulgation and usage of voluntary consensus standards and conformity assessment programs, related policy matters and products and services of the Institute. Periodically, content will include legal, regulatory and international information impacting the U.S. standardization community.

Submission of Editorial Content to ANSI

Most of ANSI's editorial content is written by the Institute's staff or by the volunteer members of ANSI or professionals in the standards development community. Bylined articles and contributions, including "Letters to the Editor," are encouraged for all ANSI news media. A clear distinction shall be made for the reader between news reports and opinion. Articles that contain opinion or personal interpretation must be clearly identified. Viewpoints expressed will be those of the authors and do not necessarily reflect the views or the policies of the American National Standards Institute.

Exclusivity and Copyright

Unless otherwise agreed, all contributions submitted to ANSI must be original, unpublished work, not submitted for publication elsewhere. Submission of a manuscript for publication by ANSI signifies the author's agreement to assign copyright or grant a license to ANSI. [NOTE: Return of a written form indicating author's permission for ANSI to use, and reuse, the text as it chooses may be required.]

Upon requests for reprints of articles that appear in ANSI's publications, ANSI will make contact with the original author. If the original author cannot be reached, or fails to reply to contacts made, ANSI reserves the right to grant permission to reprint the article.

Acceptance for Publication

Submissions are published at ANSI's discretion. Editors will review all contributions and accept, return to the author for revision, or reject the article. All submissions accepted for publication by ANSI will be acknowledged in writing to the original author (either hard-copy or via e-mail) prior to publication.

Deadlines

Authors working under agreement with ANSI will be assigned a story deadline. Any author unable to meet this story deadline for any reason must contact his or her assigned editor immediately. Deadline extensions may be possible, but advance notice is required so that the editor has time to fill the space held for the subject article.

Style

- Length for feature articles should be approximately five (5) to seven (7) double-spaced typed pages (1500-2000 words)
- Include a title and subheads
- Write in the third person, not first or second (no I, you, or we, except in quotes)
- Avoid the passive tense
- Use clear, straightforward English
- Spell out acronyms or abbreviations the first time you use them
- Include all titles of standards, in addition to standard designations
- Define all jargon
- Double space copy
- Single space between sentences
- Pull out items of interest in sidebar material
- Articles must not appear to promote the products or services of authors who represent vendors of said products
- Every effort must be made to assure that news content is accurate, free from bias and in context, and that all sides are presented fairly
- Editorials, analytical articles and commentary will be held to the same standards of accuracy with respect to facts as news reports
- All bylined submissions should be accompanied by a author's biography of no more than 75 words
- Include charts, graphs, diagrams, photographs, illustrations, cartoons, etc. to break up text

- Suggested captions and credits should accompany suggested artwork
- A permission statement for use must accompany original photographs or illustrations

Quotations and References

Readers should be able to assume that every word between quotation marks is what the speaker or writer said. ANSI will correct spelling, capitalization and grammar errors within a quotation and will provide definitions for abbreviations and initializations. If a subject's grammar or taste is unsuitable, quotation marks should be removed and the awkward passage paraphrased. Unless the writer has detailed notes or a recording, it is usually wise to paraphrase long comments, since they may turn up worded differently on television or in other publications. Attribution Facts gathered by any other organization must be attributed to that organization. Credit shall be given to the source of any material referenced by an author, including any material from newspapers, magazines, books and broadcasts, as well as news agencies.

Fact-Checking

Writers submitting work to ANSI are accountable in the first instance for their own accuracy and may, in some cases, be solely responsible for fact-checking. Writers are responsible for verification of all facts prior to filing their story with ANSI, unless deadlines prevent completion of the fact-checking by the article's due date. In these cases, authors are responsible for identifying for ANSI's communication staff that fact-checking is required prior to publication.

Manuscripts submitted for publication by ANSI must include a complete contact list for the fact-checker, specifying the names, titles, locations and telephone numbers of everyone quoted or cited in the article. Sources must be identified fully, including their credentials, titles or reasons they are qualified to comment, and provide full references for any publications used as sources. Any special instructions to the fact-checker must be identified at this time.

Research materials (e.g., publications, news clips, specialized journals, etc.) used in the creation of the manuscript should be identified (include date and name of publication) and keyed to the respective section of the article. These files may be required by ANSI during the fact-checking process, though they can be returned to the author after fact-checking is complete.

Revisions

All contributions are subject to editing for space, clarity and conformity with ANSI's house style.

The editors reserve the right, when necessary, to request manuscript revisions from the original author or to incorporate revisions directly. Editors will send edited articles to the author for one final review before publication. Response deadlines will be dependent upon the relevant publication schedule. If an author is unable to respond by the identified deadline, ANSI reserves the right to be able to move forward with publication of the edited article.

Corrections

ANSI recognizes an ethical responsibility to correct all factual errors, large or small, brought to its attention. Significant known errors of fact, as well as errors of omission, will be corrected promptly and prominently. If a correction is warranted, it will be published immediately. In case of reasonable doubt or disagreement about the facts, ANSI will acknowledge that a statement was "imprecise" or "incomplete" even if ANSI is not sure it was wrong.

Rebuttals

ANSI shall seek and publish a response from anyone criticized for editorial content published by the Institute. When the criticism is serious, ANSI has a special obligation to describe the scope of the accusation and let the subject respond in detail.

Payment and Expenses

The Institute generally does not offer payment for the publication of editorial content. On exception, paid writing assignments shall be at ANSI's discretion and the subject of a contractual agreement between an author and ANSI.

Technical requirements

To facilitate production, all editorial contributions to ANSI shall be submitted in electronic format. Contributions submitted via e-mail should be sent as an attachment to the e-mail, not in the body of the message. Contributions submitted via disk or CD must be formatted for use on a PC (i.e., no Macintosh formatted media will be accepted) and indicate which word-processing program was used to create the manuscript. Your disk will not be returned.

Include the name and contact information, including e-mail address, of the original author (and source, if different) when submitting manuscripts to ANSI.

Reprints

Articles or stories that appear in *What's New?* or in an archived issue of the ANSI Reporter may be reprinted only with written permission of the American National Standards Institute. In the case of contributed articles to the ANSI Reporter, additional permission of the author may be required.

To receive permission to reprint an article, please send your request to pr@ansi.org.

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Contact Information

Contributions (or related questions) can be submitted to pr@ansi.org.