



Bridge to Excellence
An online publication of SLA NY
Editorial Policy

Mission Statement

As the official online publication of SLA NY, *Bridge to Excellence (B2E)* is dedicated to providing articles geared toward Information Professionals in and around New York City. *B2E* informs readers about the evolving world of the Information Professional through feature articles, op ed pieces and other content. *B2E* connects members of the Chapter, provides networking opportunities and keeps members apprised of Chapter events and activities.

Audience Profile

Readers of *B2E* seek inspiration and insights into trends and innovations supporting professional development to enhance their professional standing and their value to their organizations. Exposure to best practices and research by peers in their own and related disciplines will help them achieve those goals and advance the field as a whole.

Form and Frequency

B2E is SLA NY's official online publication. Access will be provided to all members free of charge. It is published four times a year – January/February, April/May, July/August and October/November.

Content

B2E presents an editorial mix of trends or feature stories, best practices, news briefs, regular columns and opinion pieces about issues that affect Information Professionals and Chapter events and activities. Articles should provide unique perspectives on topics or ideas that specifically address the needs and concerns of Information Professionals today. They may feature trends and innovations in a variety of fields and industries of interest to the Information Professional. Photographs and artwork to accompany articles is encouraged. See "Art and Photo Requirements" below.

Editorial Oversight

The *B2E* Editorial Board is responsible for the creation and approval of general policies relating to the content, advertising, budget and production of *B2E*. Representatives from the Editorial Board inform the SLA NY Executive Board on matters relating to overall operations and success factors. The Editorial Board has final discretion for specific content, form and style of all items in *B2E*.

Conditions of Article Acceptance

All submissions will be edited for clarity, grammar and length. Whenever possible, the Editorial Board will contact an author to discuss questions of intention and interpretation. Due to time constraints, space considerations and editorial discretion, the Editorial Board reserves the right to determine whether and when submitted articles are published.

Advertising Policy

B2E welcomes classified advertising from information vendors, book publishers and others who supply goods and services to Information Professionals. A price card will be supplied on request.

All advertising is subject to editorial approval. The Editorial Board, as representatives of SLA NY, reserve the right to refuse any advertising that is deemed inappropriate.

Blog Policy

The *B2E* blog posts brief, informal content such as photographs, links, quotations and event recaps periodically between the publication dates of formal issues. Content is reviewed by the Editorial Board before posting and must comply with the Chapter's current social media policy.

Instructions for Contributors

Compensation

B2E is a volunteer-run publication and cannot currently provide stipends to contributors, including authors, editors, proofreaders and photographers.

Author Profile

Volunteer authors are invited to contribute content to *B2E* in the form of substantive articles, interviews, surveys, reviews, etc. Authors should be prepared to indicate the source of their expertise in the subject they cover and will sign their submissions. Information Professionals of all types as well as like-minded specialists outside the profession are welcome to contribute. Students and new professionals who are working to establish themselves will be encouraged to submit content. More seasoned professionals will find *B2E* to be an ideal place to polish their written communication skills in a controlled and supportive environment. Submissions should be original content not placed in any other publication, web, blog or other method of communication.

Article Style

B2E seeks well-researched and authoritative articles about the various topics relevant to multi-faceted Information Professionals. We seek thought provoking, informative, and cutting edge articles that encourage innovation and creativity in the profession. Articles should demonstrate actual knowledge and encourage readers to learn more. A balanced, unbiased viewpoint that highlights the positive and negative aspects of a topic should be presented. Humor may be used when appropriate.

B2E is an online publication. It is not an academic journal. Articles should consist of clear and concise language. Avoid professional jargon and obscure language. Footnotes may be used, but the preference is to directly reference sources within the body of the article by quoting or paraphrasing them.

There is an expectation that articles submitted be well written and proofread by the authors for factual errors. Authors bear full responsibility for accuracy of information and quotations. *The Chicago Manual of Style* is the preferred style guide.

Length

Feature articles are between 2,000 and 3,000 words. Columns and news articles are between 700 and 1,000 words. Shorter or longer articles may be considered.

Format of Submission

All articles must be submitted via email in Microsoft Word or text formats. Graphics or tables should not be embedded in the article submissions. Place electronic graphics in a separate file (see “Art and Photo Requirements” below).

Accuracy is critical; therefore, an article should contain a source list for fact-checking purposes. For primary sources interviewed, please provide names, addresses and phone numbers.

The author should include a brief biography limited to current position and responsibilities held (two or three sentences). A photo may be included if desired.

Art and Photo Requirements

Electronic images are preferred. These should be photographed or scanned at a minimum 300 dpi resolution in TIFF or JPEG format and supplied via email.

All submitted photos or art must include a numbered caption sheet. Captions should be detailed and identify all individuals in the photos or artwork. Please note clearly which captions go with which pictures.

The author is responsible for obtaining permission for publication from the persons in each photograph and from the creator of any artwork submitted. These are single use agreements.

Letters of Inquiry

B2E requires a thorough, detailed letter of inquiry fully outlining your article topic. Please do not send an unsolicited manuscript. You should receive a response to your letter in a timely manner.

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SLA NY retains the right to republish contents in different formats in the future.

Note

These editorial policies and instructions to authors may be amended when appropriate. The latest version can be found on the SLA NY Chapter web site.