

ASTC Publications Committee Publications Guidelines

This document is intended to provide basic guidance for articles to be published at the ASTC Website. The guidance is subject to future revision or change as circumstances dictate.

1. Publishing Goals
 - a. The goal of all ASTC publications is:
 - i. Publicize and amplify ASTC as an organization.
 - ii. Promote the profession of theatre consulting.
 - b. Audience
 - i. The audience for articles should be architects, engineers, facility owners, designers, students, and others who use the services of theatre consultants.
 - ii. The members of ASTC are not the intended audience. This is not an intra-society newsletter. ASTC meetings and email system may be used for internal society information or discussions.
2. Publishing Frequency
 - a. *ASTC: Notes* is an emailed regular newsletter, currently published using Constant Contact as a service.
 - i. The mailing list is held by Susan Lustig / ACME Media as webmaster and digital media consultant.
 - ii. The newsletter is emailed 2 times per year, targeting Spring and Fall.
 - iii. The newsletter is a digest of new and recent articles since the prior issue.
 - b. Articles should be published to the website more regularly to increase traffic.
 - c. Articles will be amplified using ASTC's social media channels.
3. Articles
 - a. Articles are welcomed from all members of ASTC.
 - b. Articles are not intended to showcase the work of individual members (i.e. case studies).
 - c. Projects, facilities, and design team members may be identified when necessary for context, but this is not the main focus.
 - d. Members of ASTC are individual members and should not be identified by firm in most cases.
 - e. Articles previously published in other magazines, websites, etc. are not intended to be published in *ASTC:Notes*.
 - i. Sept 2020: We will experiment with an article of links of interest in future newsletters. Member firms should be limited to one article per issue to prevent overloading by firms, where articles are firm-provided. Think pieces preferred to case studies. Members will be solicited in advance.
 - f. General Articles
 - i. Length: Up to 2,000 words with exceptions permitted
 - ii. Subjects: Planning or technical issues of performance space design or construction.
 - g. Did You Know? Articles
 - i. Length: Up to 500 words
 - ii. Subjects: Short articles on planning or technical topics which illustrate the expertise of ASTC members and advance the subject of theatre planning and technology.
 - h. Member News
 - i. Length: As necessary
 - ii. Subjects: announcing New Members, Fellows, members in memoriam, etc.
 - iii. These may be ASTC-generated Press Releases published on the website and subsequently in *ASTC: News*.

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- iv. New Member articles are limited to names and firms. No extended biographical information or project lists should be included.
 - v. Admitted Associates of ASTC may be included in these articles.
 - vi. Articles regarding the elevation of Fellows or at the passing of any active or long-term member should include brief biographical information.
 - i. Society Activities
 - i. Length: As necessary
 - ii. Subjects: Reporting on events such as the ASTC-USITT Renovation Challenge, highlighting the participants and publicizing the events and ASTC in general.
 - j. Manufacturers & Products
 - i. Generally, manufacturers and products should not be named to avoid any impression of endorsement. Exceptions may be made where appropriate.
 - ii. No product reviews.
4. Grammar
 - a. General
 - i. Avoid writing in a First Person Voice
 - ii. Grammar and style guide: APA style is a good starting point. APA style seems to be generally available online (free) at apastyle.apa.org
 - b. Theatre/Theater
 - i. We are the American Society of Theatre Consultants, so the articles will use “-re”.
 - ii. Where a place name includes “Theater” it should remain as named.
 - c. Gender
 - i. All writing should remain gender-neutral (he or she, or better yet avoid gender all together by using “they”, “their”, or “the audience” or similar language).
5. Disclaimers
 - a. All articles will include a disclaimer reading as follows:
 - i. *Disclaimer: Any views or opinions expressed in this article are solely those of the author and do not necessarily represent those of the American Society of Theatre Consultants. This article is for general information only and should not be substituted for specific advice from a Theatre Consultant, Code Consultant, or Design Professional, and may not be suitable for all situations nor in all locations.*
 - b. Where the subject is the member news (i.e. New Members, or reporting on The Renovation Challenge), no disclaimer is necessary.
6. Images
 - a. All articles should include one or more images to illustrate the topic at hand.
 - b. Where a new member, Fellow, or deceased member is the subject, a headshot or other image should be included.
 - c. All images should be credited where possible.
 - d. Copyright for all images must be considered. Do not simply clip images found on the internet and use them unless explicit rights can be obtained.
 - e. Images by members are preferred so rights can be more easily obtained, or permission granted.
7. References
 - a. Citations are encouraged, within the article where possible.
8. General Editing
 - a. All articles will be reviewed by other members of the committee, reviewing for technical accuracy and grammar.
 - b. It is not the intent of the committee to edit pieces so radically that the author’s voice is lost.