

Where to Start: So you want to write for *Strategy & Tactics* or *World at War* magazine. Great! What do you want to write about? Not sure? A good place to start is to review the suggested article list. It would be hard to go wrong picking one of the subjects suggested by our readers. Got an idea of your own? Just as good. Once you've got a subject in mind, you should do some basic reading on the subject and develop an outline of the main narrative portion of your article and determine what will be in the sidebars, charts, and maps. At that point, before beginning in-depth research and writing the article, send your outline in for feedback from the editor and secure your article as an assignment. You'll get good advice to help shape your article from the guys that will be doing the editing later (better you get their input before you start than to see your submission package come back with a "thanks, but we're really looking for the article to focus over here, so please start over" note). At our end, your article and name appear on a schedule of future issues so you have secured a tentative publication date.

Writing the Article: You picked your topic, sent your outline, secured your assignment, and got feedback from the editor. Now it's time to research and write. Follow the guidelines. It may be easier to work on the sidebars, maps, and data first then use the main narrative to weave those pieces together, or it may be easier to write the narrative then do the sidebars, maps, and data to support and emphasize elements of your narrative. Make sure you don't get bogged down in blow-by-blow narratives. DO make sure the article explores the "why" things occurred the way they did.

Submitting the Article: When you're ready to submit the article, here's your checklist for the submission package:

- 1) Cover letter with article's title, your name, address, e-mail, and phone. Include a Writer's Agreement if this is your first article or you have not had an article published in the last three years.
- 2) Paper copy of the main narrative of the article (double-spaced, one-inch margins);
- 3) Paper copy of the sidebars (each one starting on a separate page), with a note indicating where they should go in the article (for example, "Sidebar #1 here" in the main narrative);
- 4) Paper copy of the Bibliography;
- 5) Listing of suggested illustrations, maps, and diagrams with references as well as any photocopies/print-outs of those items attached;
- 6) CD with files for #1-5 in Microsoft Word RTF format. Please be sure to format the cd for "any computer" as the layout and editorial team uses Macs and sometimes the cds don't read on them. Flash drives are also acceptable. No floppy disks can be accepted.

Submission Package Review: We review the submission package to insure all six items on the checklist are present. We check the CD to see that all the files are present and properly formatted. If everything meets the basic expectations, the article is ready to move to the initial editorial step. You'll receive an e-mail notice that your article has moved to the next step, or you'll receive instructions on what needs to be done to complete your submission package.

Initial Editorial Review. Articles that are ready for initial editorial review go into a queue arranged chronologically by when the article is scheduled for publication. The initial editorial review is a thorough review of the article to insure it meets the editorial expectations indicated in the Writer's Guidelines. The editor also prepares instructions for our map and lay-out artists. The editor may return articles for minor rewrites or additions during this step or otherwise communicate with the writers to locate illustrations or otherwise prepare an article for the artwork and layout steps. Articles may be returned to be resubmitted if the article is not meeting the Guidelines—the editor will indicate what needs to be done so the article will meet expectations.

Artwork and Layout. When an article has completed the initial editorial review, it moves to the artwork queue. This step is where maps, TOEs, and line drawings are completed. Then the article and the artwork files go to layout to have the pieces assembled into the pages you see in the magazine. The issue then goes out to several proofreaders and an editor for final review. These guys scour the articles to eliminate typos and improve the word usage, check captions, find inconsistencies, and otherwise look for anything we can do to improve the look and read of the magazine. After we finalize the magazine, it goes off to pre-press and printing. A few weeks later it comes back to our warehouse for collation and distribution.

We're always available for questions and clarifications, and suggestions for improving the processes and the quality of the magazines are always welcome.

MAGAZINE WRITERS GUIDELINES

S&T/WAW Feature Article Submission Format

- Include a cover letter with the article's title and your name, address, e-mail and phone number. Place your name and contact information on the first page of the article.
- Make sure you have sent in a completed Writers Agreement, we only need one copy on file, so don't send additional copies with each article you write.
- Always include a hard copy print-out of the article, double-spaced, one inch margin all around.
- Articles should be submitted on a CD in Microsoft Word RTF format (with no style sheet formatting). Do not e-mail an article until your package has been mailed. All we are doing is downloading your article to a disk to put with your package.
- Provide at least one illustration, map, diagram or graphic for every 1,000 words. Those items are important for the proper look of an article. Graphic material can be submitted by photocopying or citing where the picture, etc., can be found.
- Provide a list of sidebars, along with suggestions as to where you would like them to appear in the article.

Feature Article Style

Analysis. The article should analyze why the events being discussed occurred; don't just provide a chronological narrative. Try to avoid a rehash of general history readers can obtain from other popular sources. People buy *S&T* to discover new ways of thinking about military history. The balance between historical narrative and analysis will vary depending on the subject. If you're dealing with something with which most of our readers will be familiar, such as topics from World War II, you need to offer more analysis because most of the readers will already know generally what happened. On more obscure subjects you can use more narrative simply because the readers are learning about your topic for the first time. Also try to offer something along the lines of "lessons learned," and how events in your article affected later developments. Connect the article to today's military situation when there are applications. Bring up big issues to get people thinking about the relationships among military, political and social factors.

Hard Data. The article should contain sidebars giving orders of battle, tables of organization, weapons specifications and the like. They make the magazine a true source of otherwise hard to get information for the military enthusiast.

Maps. Every article requires at least two maps. Maps can be sketched or can be copied from source material. Make sure every location mentioned in the article is on one of the maps. Indicate direction of movement or attack with arrows.

Avoid the obvious. It's easy for us to look back and criticize decisions made in the midst of the fog of war of earlier times. Try to see things from the perspective of the commanders and participants at the time and place of events being discussed: how did they see things, and what influenced their thinking? Look at non-material factors such as leadership, training, doctrine, command/control and intelligence, as well as the more conventional factors of weapons and logistics. For example, don't write an article on the Barbarossa campaign of 1941 that could be summarized as: "If only Hitler had listened to his generals." Our readers will be familiar with the idea Hitler made strategic errors. What would be more appropriate would be an analysis of, say, things like his underlying worldview and how they influenced his military plans.

Entertainment value. There should be some "life" to the article. For example, interesting facts about historical personalities and military units can be included as sidebars. Mini-biographies are especially welcome. You can add a touch of humor or irony to keep things interesting to the reader. Direct, pithy quotes from persons involved in the story always help to bring alive the story in the reader's mind. Obviously, those elements shouldn't dominate the article, but include such material whenever it can be seen to have relevance.

Length. No feature article submission should have a total word count that runs over 6,000 words – and that includes the text contained in any sidebars. Articles with extensive lists or charts may need a shorter word count. Main text should never be longer than 6,000 (i.e. 25-35% of the word count should be in side bars). Extra side bars are o.k. – if they don't fit with the article they can be transferred to run in the FYI column.

Strategy & Tactics. Never forget the focus of our magazines. An article should typically show what the main participants were thinking, and how they planned to win at the strategic level. Similarly, there should be discussion of important tactical methods and how the opposing armies interacted with each other. Testimony, in the form of direct quotes, from those at the bottom of the totem pole, who had to carry out the great leaders' plans, can be helpful in that regard.

- **Bibliography.** All articles require a bibliography.

Format Requirements

- Use military style dates. For example, “6 June 1944,” not “June 6, 1944.”
- The first time you use an acronym, write out the name in full and place the acronym in parentheses. For example, “Central Intelligence Agency (CIA)”
- Don’t use periods in acronyms. For example, it’s “US,” not “U.S.”
- It’s “World War II” not “WW2” or “World War Two.”
- Don’t use all-capitals for headers and subtitles.

For Your Information (FYI) & Observation Post Column

- Hard data orders of battle, technical specifications of weapons, etc., are useful as a data base within articles. Such information is frequently used as a resource for researchers. They should be presented in diagram or chart/table format.
- FYI articles are never more than 2,000 words, but are best kept to less than 1,500. FYI short pieces are useful for covering topics that would not normally warrant a full feature article. Graphics are not required.

The key difference between writing for the main portion of *S&T* and FYI is that no single manuscript for the latter may be longer than 2,000 words. That shorter length requires a more direct, almost newspaper-like approach than is typically used for feature articles in the main magazine. Get immediately to your thesis statement, and arrange your paragraphs in descending order of importance. If you’re already familiar with the approach taken when writing for *S&T*, think of an FYI project as the content of one sidebar within a feature article.

The length restriction also works to give writers more freedom of choice than is typical when picking topics for feature articles. That is, we can print FYI pieces on subjects that would be too obscure, or that are in other ways undesirable for treatment in the main magazine. No topic in the overall genre of “military history” is too far out for consideration; though some submissions will likely prove too far out for final acceptance. This is not a license to go crazy, or get political, or be extremist in any way.

FYI pieces may contain author-submitted illustrations, such as diagrams, photos, maps, etc.

Before submitting anything, sign and send a copy of the standard *S&T* Press Writers Agreement.

We can accept your FYI submissions within the body of an e-mail, as a “Microsoft Word” e-mail attachment, or mailed on a CD to *S&T*/WAW, Attn: FYI Editor.

Compensation

Compensation as of January 2010:

- Standard rate of compensation in *S&T* is \$60 per 1,000 words. Writers of feature length article (6,000 words) receive a six-issue magazine subscription beginning with the issue the article appears in. Writers of shorter articles receive one issue per 1,000 words (no fractions). All writers are entitled to trade their credit memos in for a 25% discount off most Decision Games and Desert Fox products. Return the Credit memo with your instructions to the attention of Callie Cummins.
- In answer to the two most asked questions by writers: writer discounts may not be combined with other discount offers and six issues is the maximum complimentary writer’s subscription.
- Articles that don’t meet the specifications above or expected editorial standards may be returned for rewrite. The publisher may choose to have the editorial staff rewrite or complete the necessary graphics, maps, or other elements and deduct compensation from the writer.
- Articles that meet all of the specification and require minimal editing will receive a bonus of up to 40% determined by the publisher. Editors will provide feedback to help writers improve their writing and article presentation.

All articles should be mailed to the appropriate Editor at:

Strategy & Tactics Press

Attn: Incoming Articles - Ty Bomba

PO Box 21598

Bakersfield CA 93390

- Remember: always put your name, postal address, phone number and e-mail on everything you send or e-mail to us, including the article itself. Also, contact the editorial staff if you have any questions about an article assignment.