



## **Author Guidelines**

**December 12, 2002**

### **Overview**

In order to streamline production of the VoiceXML Review, the editors mandate that authors follow the simple guidelines given below. We appreciate your contribution to the VoiceXML community and would like our working relationship to be as efficient as possible. If you have any difficulty working within these parameters, we request that you contact the managing editor (see contact info below) to discuss how your particular circumstances can best be accommodated.

### **General Guidelines**

The article must consist of substantive and relevant information, written in a clear and understandable manner. We would highly encourage you to accompany your article with screen shots, figures, charts, etc. that complement the written text.

We are not looking for copies of your latest press releases. We are looking for full-length feature articles, and will not simply re-publish your company's press release.

Avoid excessive use of industry buzzwords and complimentary adjectives. Having the facts written in a lucid and objective style will enable your contribution to speak for itself, and simultaneously garner interest and appreciation for your work among the e-zine's readership.

Direct references made to the products and/or services of VoiceXML Forum member companies external to the author's company affiliation must be of a positive nature. That is, if you have issues with a product/service of another member company, you should bring that directly to them. The e-zine is not meant to be the vehicle of communication in such situations.

### **Suggested Article Outline**

It is suggested that you utilize the following general outline when preparing your article:

1. Introduction/Background – Provide an introduction and/or the background for your contribution. This could include what area "your contribution" addresses, and possibly what motivated it.
2. "Your Contribution" – Present whatever it is you are contributing to the VoiceXML community.
3. Discussion of advantages/disadvantages – Provide some analysis on what is good about your contribution, and possibly what is not so good. You can present the "not so good" in a positive sense by discussing what you hope to accomplish in the future. For example, if you were writing about a VoiceXML development tool, you could describe what features are going to be introduced in a future version.

### **Format Guidelines**

All articles must be written in the English language. The suggested length is around 1500 – 2500 words.

The required format for textual data is Microsoft Word or ASCII text. Since the text will be converted into HTML by the production team, you need not spend too much time worrying about format.

All figures and/or graphics that are to be included in an article should be submitted as web-ready image files (gif/jpeg format). If you are using Word, you may embed the images into the document. All files submitted must be archived into a single ZIP file and submitted via email, as described below.

### **Article Selection Criteria**

Articles will be selected for publication in the e-zine based on the following:

- The relevance of the content of the article to the VoiceXML Community and the theme of the issue it is targeted for.
- The feedback the Forum's editorial board receives from peer reviewers.
- The overall quality of the article in terms of its content and readability.

It should also be noted that while articles will be accepted that originate from individuals and non-member companies, priority will be given to member companies of the VoiceXML Forum.

Authors will be notified via email as to whether or not their article has been accepted or rejected.

### **Author Submission Form**

Authors must complete the Author Submission Form and include it with their article submission. This information is for consumption by the editorial board only.

If the article is accepted for publication, the author's biography will be published along with the article.

### **Contributor's Contract**

It is critical that you fill out the Contributor's Contract form included in the Author Kit, and fax or mail a copy to the managing editor (see details below.)

### **Submitting Your Article**

**Step 1:** Fax or mail a signed copy of the Contributor's Contract to the Managing Editor.

**Step 2:** Email a copy of your article and associated files to the following email address: [Jonathan.Engelsma@voicexmlreview.org](mailto:Jonathan.Engelsma@voicexmlreview.org). You must create a single zip file containing the following items for your article to be considered for publication:

- The text of your article (Microsoft Word document or ASCII text)
- Any image files (gif/jpeg) your article refers to.
- Completed Author Submission Form (Microsoft Word document or PDF).

### **Contact Information**

Greg Kohn  
Managing Editor, VoiceXML Review  
445 Hoes Lane  
P.O. Box 1331  
Piscataway, NJ 08855-1331  
Phone 732/562-3831; Fax 732/562-1571  
E-mail: [g.kohn@ieee.org](mailto:g.kohn@ieee.org)