

10 Rules for Getting Published

In David Letterman style

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Know Publication acceptance rates

- **Journals have very different acceptance rates**
- **Like moths to a flame, some authors are drawn only to those journals which accept only a low rate of articles.**
- **Some acceptance rates are 10% of submissions, or lower**
- **Some journals acceptance rates are 50% or higher**
- **If under pressure to publish--choose wisely, get published**
- **Don't make mistake of assuming that all non-refereed publications are not worth your while. Some count.**
- **Sometimes the word "refereed" is used differently. In some cases it means sent away to be double-blind reviewed, in others it means followed guidelines, in others it means keeping the acceptance rate anonymous and confidential (and not understood).**
- **Some non-refereed publications are "invited papers" and are prestigious, some are not.**
- **Some publications ask you to pay for publishing costs. Most don't.**

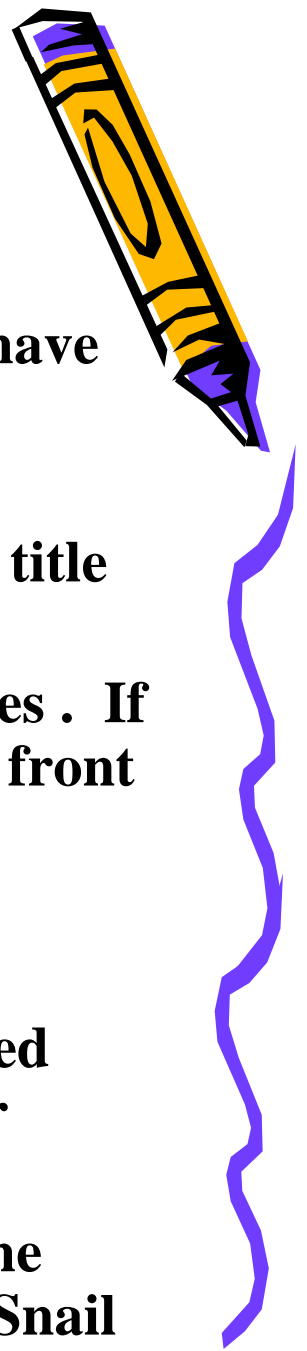


Choose a topic that someone wants to read about.

- **Find out what types of articles your intended target journal accepts.**
- **Read the tables of contents of several issues to get an idea of what editors like to publish.**
- **Do not write papers that have little interest to anyone but yourself.**



Rules on communications with editors

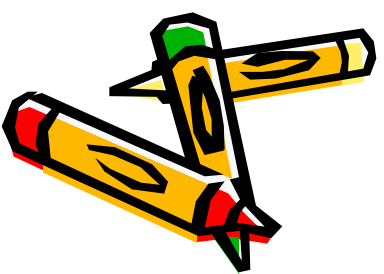
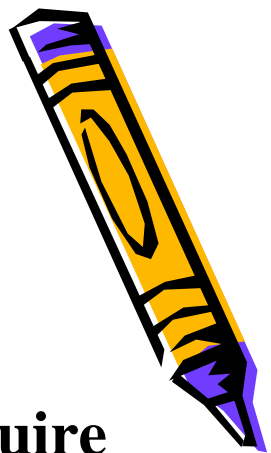


- **Send only original submissions, not papers you have also sent elsewhere.**
- **That's a rule.**
- **include a letter of introduction with your paper, title and a little of what it is about**
- **Send the correct number of requested hard copies . If all else fails, read the authors instructions in the front piece, or the back piece, of each journal.**
- **Some editors like disk copies, some like email attachments. Find out.**
- **Do not worry about whether the paper is accepted until its time to worry...and don't bug the editor about it until then.**
- **Know how to contact the editor to learn about the progress of your paper. Is it by phone? Email? Snail mail?**



Re-submit.

- **Too often authors receive reviews which require substantial changes to their original and, rather than make them, they just drop the project. Do not do this. An invitation to resubmit is good news.**
- **Acceptance rates for re-submissions are usually much higher, often as high as 85%**



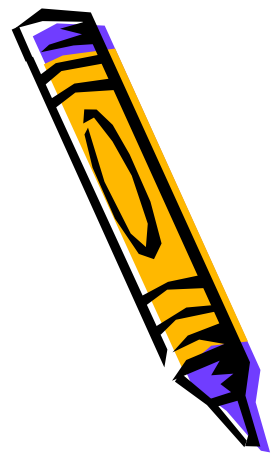
**Think about WHY you are writing this paper.
People write for different reasons.**

- **Some to give back to their profession**
- **Some to improve their profession**
- **Some to improve their teaching (or the teaching of others)**
- **Some to advance their careers (ie. They have to publish something).**



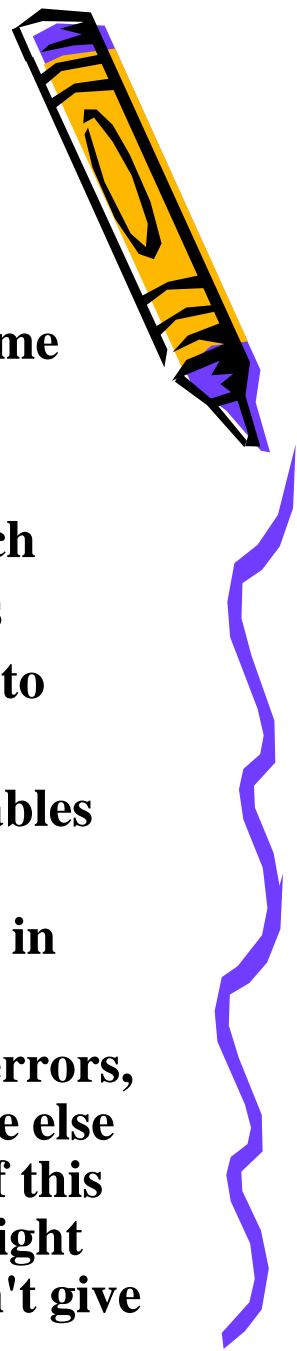
Decide for whom you are writing

- **IS this a special issue with a theme?**
- **Sometimes it is easier to get published in this type of issue**
- **Can increase chance of acceptance by 10 fold**
- **Regular editors are sometimes not the editors of themed issues, see who is and direct questions to that person.**
- **Learn what publications are potentially available to you.**
- **Know the "paper-handling" procedure. Some journals take 1-2 years from submission to print, some take 1-3 months.**



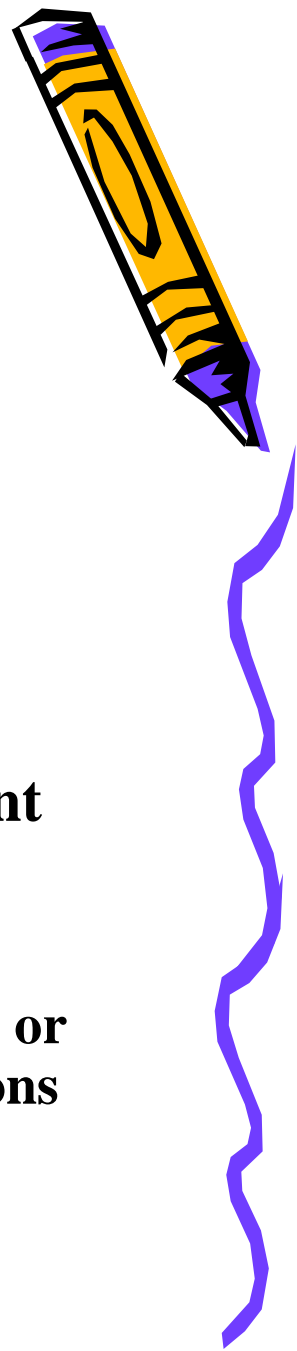
Know the required format and reference style required

- About 65% of publications like the APA style, but some don't
- Most rigidly adhere to a single style
- About 30% like the Chicago manual of Style approach
- Some don't like either APA or Chicago manual styles
- Submitting a paper using the wrong style often leads to immediate rejection
- Know how the publication likes to use exhibits and tables (and what they call them)
- Some journals like for data collection to be described in "dissertation-like" form, others hate this.
- Some reviewers are lenient with style and grammar errors, most are not. Be sure to check this (and have someone else check for you) before sending in the paper. Errors of this kind are often harshly treated and can result in outright rejection--even if the paper has value otherwise. Don't give reviewers this opportunity to reject.



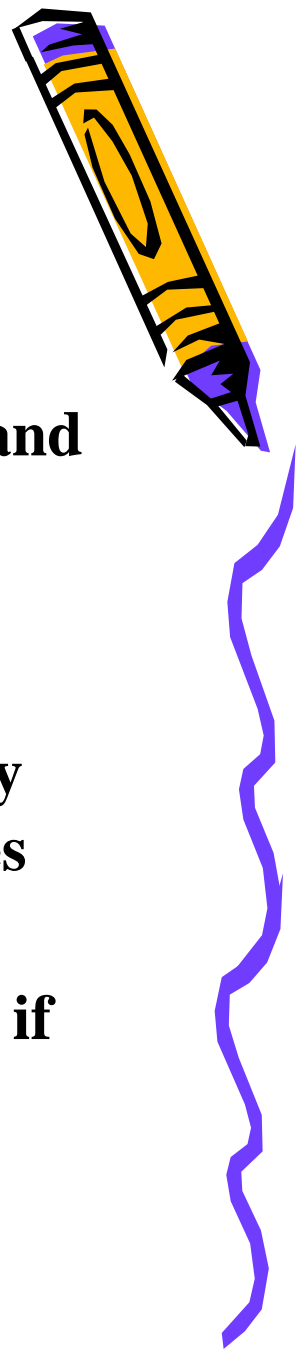
Read a lot and critique what you read. You can't write if you don't read.

- **Read lots of different types of things**
- **Read lots of different journals**
- **Count words in sentences and sentences in paragraphs, to get an idea of how you should write.**
- **Observe how sub-headings are used in different journals**
- **Observe style of writing in journals**
- **Observe how methods, conclusions (or summaries, or whatever) are typically used in different publications**



Write all the time.

- Write for practice and make someone read and comment on it.
- Ask another professor read your paper (but make sure it's a later version)
- Utilize campus writing labs if necessary, they often provide excellent assistance. Sometimes this assistance can even be online.
- Read your papers out loud to yourself to see if they make sense.



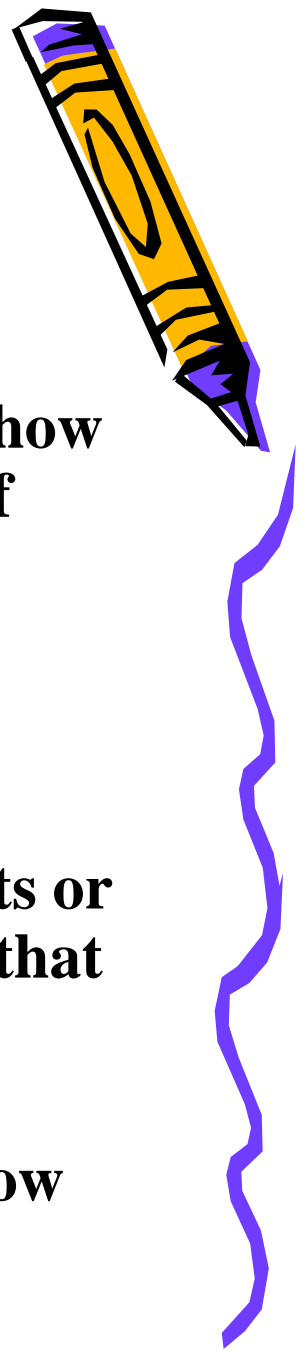
WRITE LIKE TRYING TO CONVINC YOUR MOTHER

- **Just think of all the ways that she might shoot you down (even though she still loves you, of course) and answer these questions before she comments on them.**
 - **Remember, mom is older, so identify your problem statement (or what you are writing about) right up front.**
 - **Tell mom why your approach is unique.**
 - **Present an ample, but not overwhelming, number of facts which support your problem identification**
 - **Present reasons why mom (or any other reader) would want to know more about this topic.**
 - **Describe how this paper will add to the existing knowledge in the field or the subject area.**
 - **Describe why you chose to use the methods of data collection that you did. No high-falloutin' stuff here, just tell mom.**



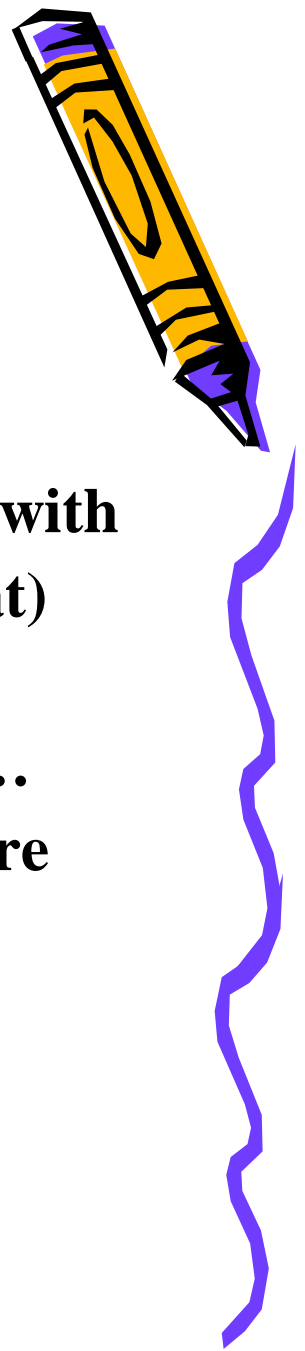
Mom...continued

- Describe your sample of population, and how they became so lucky as to become part of your study.
- Present findings clearly
- Discuss why your findings really are important, to the reader--not to you.
- Carefully write your concluding comments or observations. These let the readers know that you actually know a little about what you have written about.
- Make recommendations for others to follow to improve on your work.



How to Write Good!

- **Avoid alliteration. Always.**
- **Prepositions are not words to end sentences with**
- **Avoid cliches like the plague (They're old hat)**
- **Employ the vernacular**
- **Eschew ampersands and abbreviations, etc...**
- **Parenthetical remands (however relevant) are unnecessary.**
- **It is wrong to ever split an infinitive.**
- **Contractions aren't necessary.**



- **Foreign words and phrases are not apropos.**
- **One should never generalize.**
- **Eliminate quotations. As Ralph Waldo Emerson once said, "I hate quotations. Tell me what you know."**
- **Comparisons are as bad as cliches.**
- **Don't be redundant; don't use more words than necessary; its highly superfluous.**
- **Profanity sucks.**
- **Be more or less specific.**
- **Understatement is always best.**
- **Exaggeration is a billion times worse than understatement.**
- **One-word sentences? Eliminate.**
- **Analogies in writing are like feathers on a snake.**
- **The passive voice is to be avoided.**
- **Go around the barn at high noon to avoid colloquialisms.**
- **Even if a mixed metaphor sings, it should be derailed.**
- **Who needs rhetorical questions?**

