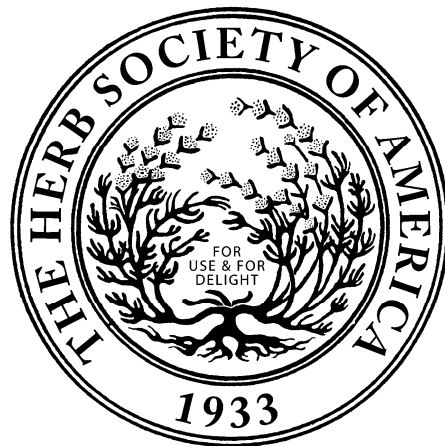


The Herb Society of America, Inc.



Guidelines for Authors To Submit Articles for Publication

September 2007

Guidelines for Authors

The Herbarist

The Journal of The Herb Society of America

The Herb Society of America's journal, *The Herbarist*, welcomes articles and illustrations, including photographs, from anyone interested in communicating information about herbs. The annual issue of this 72-88 page English-language periodical is packed with articles and photographs. It has a circulation of 2,300 worldwide to those with a diversity of educational background and interests in the unique group of plants categorized as herbs.

The Herbarist is published by The Herb Society of America, a nonprofit organization founded in 1933. Authors are paid \$300 for a 1,200-3,000 word article and receive a complimentary copy of the issue in which his or her work is printed. Authors may also choose to donate their article to The Society. This donation is tax-deductible to the extent allowed by law.

The editorial style in *The Herbarist* follows that of *The Chicago Manual of Style: The Essential Guide for Writers, Editors, and Publishers*, 14th Edition, 1993 and *Scientific Style and Format: The CBE Manual for Writers and Editors*, 1994, while spelling follows *Webster's New World Dictionary*. The Society has prepared a *Style Manual* that contains information specific to HSA publications. A copy is available on the website at www.herbsociety.org. Authors are expected to follow The Society's *Style Manual* with special attention to botanical nomenclature.

How to Submit an Article

Publishing an article involves these basic steps:

- Discussing an idea with the editor.
- Researching, writing and proofing the manuscript.
- Sending the manuscript, photography and artwork (if available) to the editor.
- Making revisions to the manuscript as requested by the editor.

Unsolicited (uncontracted) articles will be reviewed, and, if accepted, authors will be sent a contract and paid the fee appropriate to the length of the article. However, if an unsolicited article is not accepted, the author will not be paid the "kill fee" as specified in the contract.

Submissions

The Herbarist accepts submissions with a minimum of 1,200 words, although 1,500 to 2,000 words is typical for a feature story. Articles as long as 3,000 words have been accepted.

If you have an idea for a feature article, send a short letter outlining your proposal to the editor. Explain what the article will discuss, the target audience and its anticipated length (word count). Working together, the author and editor can fine-tune an idea so the final article will mesh into the magazine's style and content, and not duplicate material already recently printed or in press. The editor will send confirmation to the author when a manuscript is received. The article is then evaluated, and a letter of acceptance or rejection is then sent to the author.

Copyright

HSA requests that submissions be original works and that such works be submitted only to *The Herbarist*. Authors agree not to send their work to other publications until it has been published in *The Herbarist*. When an article, photography (or artwork) is accepted and a contract signed, the contributor agrees to the terms in the contract regarding copyright and future use of the article. Please refer to the contract for more details.

Deadlines

The editor will work with the author to determine a mutually acceptable deadline for the article. This deadline will be included in the contract and the author is responsible for meeting that deadline.

Preparation of Manuscripts

Submit manuscripts typed and double-spaced with 1-inch margins. Number each page consecutively. Concise articles are easier for readers to digest, and convey important information using the least number of pages in the magazine.

Articles must be submitted in electronic form, via e-mail or on a CD. Microsoft Word files are preferred. HSA has both PC and Macintosh capability.

Elements of an Article

Each manuscript consists of the same basic parts.

- **Title:** The author may suggest a title for his or her article. Please be aware, however, that this may not be the title that is used.
- **Article:** Writing should be concise and accurate, beginning with an introduction of the topic. Information should be presented in a logical and clear manner. Subheads may be added to a long article by the author or editor.
- **Sidebars:** While not a requirement for every article, the author should consider ways to make small pieces of information quickly apparent to readers. Cultural information, charts, recipes or lists are desirable, if appropriate. Articles that profile herbs and their uses are encouraged to include information on growing the profiled herbs. The editor may request additional cultural information for sidebars.
- **References:** References should be included for most articles. The exception would be an article that is written purely from personal experience. In-text citations are referenced under the heading “References” at the end of the article, and should be formatted as defined in the *HSA Style Manual*. A bibliography is a list of sources used when writing the article, but specific facts are not attributed to these sources within the text. These items should be listed under the heading “Bibliography” at the end of the article and should be formatted as defined in the *HSA Style Manual*. Formatting for bibliographies is different than formatting for references.
- **Author’s Biography and Address:** Authors should provide a brief biography and photo. Include information such as how long you have grown herbs, career positions, offices held in local plant/garden societies, books/magazines you have authored or contributed to, special interests, hobbies, and any details you would like others to know about you. If you like, include your e-mail address. This biography is placed at the end of each article.

Style, Spelling and Facts

Authors are responsible for verifying facts and correct spelling of names in their articles. Taking the time to prepare an accurate manuscript enhances the reputation of the author and *The Herbarist*, while also placing correct information in the hands of *Herbarist* readers.

The *HSA Style Book* and the *Chicago Manual of Style* should be consulted on all style questions. However, some questions come up often, so some of these are included below.

- **Botanical Names:** Botanical names of a plant should be used upon first reference in an article. The common name may be used thereafter or interchangeably with the botanical name after the first mention. Please refer to the *HSA Style Manual* for more information on using botanical names. HSA’s reference of choice is the USDA GRIN Taxonomy for Plants database <http://www.ars-grin.gov/cgi-bin/npgs/html/taxgenform.pl>.
- **Brand Names:** Although *The Herbarist* prefers to use generic names when referring to fertilizers, pesticides and other products, sometimes it is necessary to include brand names; check the spelling of these by reading a label or calling the manufacturer. If trademarked or registered, the appropriate marks should be included with the brand name.
- **Titles:** Verify the spelling of names of places and people. When writing about someone who is a “Dr.,” ask if he or she is a Ph.D., M.D., D.D.S., etc., and place the appropriate letters after the person’s last name (e.g., John Q. Public, Ph.D.).
- **Numbers and Measurements:** Spell out numbers from zero to nine (e.g., one, two, three). Write numbers 10 and higher as numbers (e.g., 10, 27, 38, 102), unless they begin a sentence (then spell them). All

measurements in *The Herbarist* are given in traditional English form, i.e. feet, inches, pounds, ounces, quarts, pints, etc. Authors are encouraged to include metric conversions when appropriate. Please refer to the *Chicago Manual of Style* for other questions regarding numbers or measurements.

- **Eras:** When referring to ancient history, *The Herbarist* uses the designations B.C.E. (Before Common Era) and C.E. (Common Era) instead of A.D. and B.C. In cases where it is clear that the article is referring to recent history, it is not necessary to use C.E.

Medicinal Disclaimer

Medicinal information on herbs must be backed with authoritative references by quoting scientific references or ethnobotanical uses. One may also state how we personally use an herb, but one must avoid stating “use,” “take” or “I recommend.”

The Herb Society of America is a non-profit, educational organization dedicated to promoting the knowledge, use and delight of herbs through educational programs, research, and sharing the experience of members with the community.

It is the policy of The Herb Society of America not to advise or recommend herbs for medicinal or health use.

In accordance with the First Amendment of the U.S. Constitution, authors or speakers may quote scientific literature, ethnic or historic literature and may cite how they personally use herbs. However, none of the information published/presented may serve as a recommendation or an endorsement of any particular medical or health treatment. The Herb Society of America is not liable for any decision made or actions taken or not taken due to use of materials published and/ or presented. Electronic links are provided as an educational service only.

Cultural Information

Cultural information for growing herbs is vital to the educational value for our readers. Practical information such as requirements for light, temperature, water, fertilizer, and special care should be included. The Herb Society gains new members each year and it is important to frequently repeat herb-care basics.

Art and Photography

Authors or photographers may submit artwork for articles; however, their use is at the editor’s discretion. Photography and artwork from other sources may be used as well.

- Photographs may be submitted as color slides, prints or in digital format. It is essential that digital photographs are high resolution (at least 300 dpi and a minimum of 5 x 7.” In some instances, black and white prints are acceptable. An image should be well lit, in focus, and with no distractions in the background.
- Each image should be accompanied by the name of the photographer and a brief caption.
- Watercolor, pencil drawings or other media are sometimes appropriate for an article. Please discuss this with the editor.
- HSA assumes no responsibility for loss of artwork during transit to HSA Headquarters, while in its possession or during transit back to owner. Original artwork can be scanned at a high resolution (minimum size of 300 dpi and 5 x 7”) and sent electronically.
- All artwork is returned to authors upon publication of an article.

Writer’s Checklist

Before you send a submission to *The Herbarist*, please make sure you have:

- Double-checked to make sure all names of plants and people are spelled correctly.
- Run spell check.
- All medicinal information, especially, is carefully referenced.
- Written a short biography and included a photo of yourself to be placed at the end of the story.
- Made sure your references and bibliography conform to the *HSA Stylebook*

Questions

Direct questions to:

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