

## ■ “Perspectives” Magazine Submissions

The “Perspectives” publication, published quarterly, is designed to support MWR employees, mid-level management and below, worldwide. It is also used as a professional development tool:

- to help employees understand the scope of programs, services and opportunities MWR offers across the globe
- to help them do their job better through "how to" and "best practice" types of articles
- to keep them informed of the many changes IMCOM is undergoing as a command
- to help them develop professionally with tips on career moves and educational opportunities

The goal is for every article to answer the "so what" question: "So WHAT does this mean to me as an MWR employee?"

In the past, MWR magazines have focused on reporting "what's been done," and not focused on the why and how. While a story about a successful event might have worked in previous submissions to MWR publications, "Perspectives" is looking for specifics on how you pulled off the event, what lessons you learned, what tips you might offer to garrisons considering similar events, what the results were, and what made it relevant to the command or the customers.

Every submission should include three or more high-resolution action photos and or graphics (please, no "grip and grin" or check-presentation-style photos). Charts or graphic artwork is acceptable if it directly supports the story.

Every story must also contain a point of contact, with phone and email address, for readers to turn to if they have additional questions.

Once the submitted, it will be assessed and the PAO will:

- a) edit for style consistency and run it in the next issue,
- b) contact you directly with questions/suggestions on how to develop the story to meet our specific editorial needs; or
- c) assign one of our staff journalists to use the information provided as a basis to write on the same (or a similar) subject from a global perspective, contacting you and/or your customers and/or other MWR employees managing similar projects.

There are no word limits, everything from short tidbits to magazine-length features is acceptable. Double-truck or photo features are only appropriate if they meet the editorial needs as described above. For example, two pages of photos of a concert tour isn't acceptable, but two pages showing step-by-step construction of a youth baseball field would get favorable consideration, especially if accompanied by an article explaining how volunteers and donors made it possible.

All submissions should be sent electronically to [william.p.bradner@us.army.mil](mailto:william.p.bradner@us.army.mil).

*Perspectives* is published quarterly in October, January, April and July. Submissions should be received no later than the 15th in the month prior to the publication date (though there is some room for flexibility if coordinated in advance). When planning your submission, keep in mind this is not a venue for publicizing an upcoming event or showcasing a past one— the article should focus on the behind-the-scenes “how you made it happen” story. If you were to submit a story about pulling off the perfect 4<sup>th</sup> of July event, it might be more appropriate to run in April, than July, to give other garrisons the opportunity to incorporate your ideas into their event(s).