

WRITER'S GUIDELINES FOR KAPPAN MAGAZINE

Kappan addresses issues related to K-12 education. *Kappan* has a unique role in education because it sits at the intersection of practice, policy, and research. Our audience is both broad and deep and includes K-12 educators, university faculty working in the K-12 arena, and policy makers at all levels of government with an interest in education.

Kappan is interested in topics that most interest educators working in K-12 schools throughout the world. Because policy decisions influence practice, we are very interested in the implications and implementation of policy changes. We want to encourage conversations that inspire changes in practice that lead to improved student learning. We are not an activist publication, but we are active educators who believe that the quality of our work can affect the quality of education throughout the world.

Published since 1915, *Kappan* follows a traditional school calendar with issues from September through May (including a combined issue for December and January).

FAQS ABOUT PUBLISHING IN KAPPAN

WHAT MAKES AN ARTICLE ACCEPTABLE TO THE EDITORS?

The best way to learn whether your article is a good fit for *Kappan* is to become a regular reader of the magazine.

We want manuscripts that explore issues of significance to K-12 education. We want manuscripts that present compelling arguments or information on those issues. We want articles that are written so well that readers find it difficult to set them aside. We want articles that compel our readers to action. That action may be as simple as calling the article to someone's attention or as large as improving classroom practice or becoming politically active to change a law or a regulation.

WHAT ARE MY CHANCES OF BEING PUBLISHED?

Kappan receives 10 to 12 manuscripts every week, so competition for publication is fierce. *Kappan* accepts about 12% of all submitted manuscripts.

Most manuscripts that are rejected are poorly written, poorly organized, lacking in depth, excessively long, or concern an obscure topic that would not be of interest to the general readership of the magazine.

Kappan also will not consider poetry or speeches for publication.

Manuscripts are evaluated individually, but editors also must consider what else has been published on the same topic in recent months and whether other manuscripts on the same topic have already been accepted for publication. Therefore, a rejection is not necessarily a reflection on the quality of a submission. Sometimes, it's just a matter of timing.

HOW DO I SUBMIT A MANUSCRIPT?

Manuscripts must be submitted by e-mail, preferably as Microsoft Word documents. Articles sent by mail or submitted as PDF files will not be accepted. Include a cover letter that identifies the writer and provides complete contact information. E-mail to manuscripts@pdkintl.org.

Do not insert your manuscript into the text of your e-mail.

HOW DO I KNOW WHAT TOPICS ARE OF INTEREST TO KAPPAN EDITORS?

Kappan publishes a Call for Manuscripts that identifies themes of special interest to editors. If you have a topic that fits into one of those themes, you may improve the chance that your manuscript will be accepted. A new Call for Manuscripts will typically be posted at kappanmagazine.org in January or February each year. Please check for it here or watch *Kappan* for announcements about when it will be available.

However, *Kappan* editors also regularly read manuscripts that are not tied to announced themes. We like to review a broad range of topics and do so throughout the year. Those submissions can be emailed to manuscripts@pdkintl.org at any time.

HOW LONG DOES IT TAKE FOR THE EDITORS TO MAKE A DECISION?

We acknowledge all manuscripts within a week of receiving them, and we respond by e-mail to the author submitting the manuscript. A decision about acceptance typically takes between eight and 12 weeks. Authors are notified by e-mail.

WHO MAKES THE DECISION TO PUBLISH?

The editors. *Kappan* is not a peer-reviewed publication.

WHAT IS THE IDEAL LENGTH?

Submitted manuscripts should not exceed 3,000 words (including references). Editors will decline to read manuscripts that are excessively long.

Kappan also publishes 700-word BackTalk essays. Writers should indicate when they are submitting a manuscript specifically for BackTalk.

WHAT REFERENCE STYLE IS USED?

Kappan uses APA reference style. Authors are responsible for the accuracy of their references.

HOW MUCH WILL KAPPAN EDITORS CHANGE MY MANUSCRIPT?

It's important for writers to understand that *Kappan* editors will edit their manuscripts. Acceptance of a manuscript does not mean that it will be published exactly as submitted. *Kappan* editors may propose minor changes; we may suggest a major rewrite of the article. We may propose cutting your article a little bit or substantially. If a writer is unwilling to engage in the editing process, then the writer should not submit a manuscript for publication in *Kappan*. Writers will, of course, see an edited version of the article, and they will have an opportunity to discuss changes with an editor.

WHAT ABOUT DIAGRAMS, TABLES, GRAPHS, PHOTOGRAPHS?

If you have something that would enhance your article, please indicate that when you submit your manuscript. If your manuscript is selected for publication, we will contact you and provide directions for transmitting that material to us.

All visual materials should be submitted in high-resolution digital format, preferably JPG (300 dpi at a minimum of 2100 x 3000 pixels). When taking photos, use the largest or finest format available. Images should be at least a few MB in size.

Secure signed releases from parents before submitting any images of students. In cases where an author is submitting work (photos or artwork) done by another person, obtain that person's written permission and include information crediting that person. Releases should be transmitted to *Kappan* along with the images. Always include caption information with photos.

When submitting charts and graphs, please include raw data points. *Kappan* will nearly always remake charts, graphs, and other figures. Having raw data makes this much easier. Please double check all data for clarity and accuracy. In cases where an author is submitting charts or graphs from another source or publication, obtain written permission and include information crediting the source.

DO YOU PAY FOR MANUSCRIPTS?

Very seldom. Usually we pay an honorarium only when we solicit an article from a well-known authority or from a professional writer.

WHO HOLDS COPYRIGHT ON *KAPPAN* ARTICLES?

PDK International generally does. Each issue is fully copyrighted by PDK. Authors will be asked to grant permission for publication upon acceptance of the manuscript. This will allow PDK to publish the article in the magazine, post the published article on the PDK web site, and also to provide it to institutional subscribers.

Please e-mail manuscripts to: manuscripts@pdkintl.org.

TIPS FOR GETTING YOUR MANUSCRIPT ACCEPTED BY *KAPPAN*.

- Do not send us more than 3,000 words. If you do, you'll get a nice email back from us telling you that we won't read it. 3,000 including references is the limit of our attention.
- *Kappan* does not publish "papers." *Kappan* is a magazine that publishes "articles." The audience for a paper is a professor or maybe a scholarly readership. *Kappan's* audience is composed of busy K12 educators who are interested in practical ideas related to their work. Consider the difference before you submit. If you find yourself including the phrase, "in this paper, we will . . .," start over again.
- Cut out the blah-blah-blah at the beginning of your manuscript. We've read it all before. Cut to the chase, and share with us the unique story that you have to share. If we feel like you need to present more background, we'll advise you to include that after we've accepted your manuscript.
- We stop reading most manuscripts after two pages because they have not grabbed our attention enough for us to continue. Seriously.
- We aren't interested in reading manuscripts about proposed projects or work that has only been underway for a year. Give yourself time to make a few mistakes and figure out how to solve them. That will make your article more interesting and ultimately more valuable to *Kappan* readers.
- Tell us something that we don't already know about, something that we haven't read two dozen other times. We like that!