



## To Authors of Articles for QRCA VIEWS

Thank you for agreeing to write an article for QRCA VIEWS, a quarterly publication featuring ideas and tools for qualitative research. Total circulation is over 2,000+ comprising QRCA members, research buyers, focus facilities and other business partners.

Each column in the magazine has an editor, called a Feature Editor, with whom you will work on your article submission. You should receive a total of four documents from your Feature Editor:



- 1) This document, which contains important information about objectives, guidelines, etc. More about this document below.
- 2) An author agreement form. All authors are required to sign our author agreement in order to be published.
- 3) An author image list and agreement form. All authors are required to sign our author image agreement in order to properly identify images submitted by authors and assign publication rights.
- 4) A template for the article formatting. Because we deal with many articles each issue, we need them submitted in a standardized format. This is important! You will receive this template as an editable Word document, and we suggest you save it under a new file name and write your article directly in the template (or otherwise copy all formatting from the template). That way you are sure to help us out with the right formatting!

In this document you will find some further useful information:

- The 2020-2021 schedule of deadlines for authors to submit their articles.
- A handy checklist for both authors and editors to make sure everything goes smoothly.
- Tips for selecting keywords. Keywords are very important to ensure that people can find your article when they have specific searches.
- Last, an extra copy of the Author Agreement and Author Image Agreement.

Please contact your Feature Editor if you have any questions. And thanks again!

The Qualitative Research Consultants Association ([www.QRCA.org](http://www.QRCA.org)) is a not-for-profit association of consultants involved in the design and implementation of qualitative research — focus groups, in-depth interviews, in-context and observational research, and more. Our goal is to promote excellence in the field of qualitative research by pooling experience and expertise to create a base of shared knowledge.

## **QRCA VIEWS**

### **2020-2021 Deadlines for Authors to Submit Articles**

These deadlines are extremely important! After authors submit articles, there are dozens of additional steps before the magazine is ready for publication, so we need to stick to all deadlines in order to ensure the production process goes smoothly and the magazine goes out on time.

Also, please note that your Feature Editor may give you an earlier deadline than shown below. If so, please work with the earlier deadline.

Winter 2020	Author deadline to submit article Expected in-home date	July 31, 2020 December 2020
Spring 2021	Author deadline to submit article Expected in-home date	Nov. 2, 2020 March 2021
Summer 2021	Author deadline to submit article Expected in-home date	Feb. 5, 2021 June 2021
Fall 2021	Author deadline to submit article Expected in-home date	April 12, 2021 September 2021
Winter 2021	Author deadline to submit article Expected in-home date	July 9, 2021 December 2021

# **QRCA VIEWS**

## **Checklist for Authors: Sending Articles to Your Feature Editor**

### Key things to check:

- Article is in the QRCA *VIEWS* format (See Template with font, margins, line spacing, etc.).
- File saved as author last name, article title or abbreviated title, and feature section of the magazine.
- Article contains author's name, email address, and mailing address  
(Note: mailing address will not be published; we ask for this in order to send extra copies to authors).
- Includes a brief description of the article to appear in the magazine's Table of Contents.
- Includes suggested pull-out quote(s).
- Includes keywords/tags (see attached tips/guidelines).
- Accompanying images and graphics are provided separately (not embedded in the article), in an acceptable file format and are clearly identified (see attached tips/guidelines).

### Double-check manuscript for...

- Quality of content.
- Overall readability.
- Does the article engage the reader from the onset?
- Is the headline enticing?

### Fact-check each manuscript, such as:

- Double-check the websites mentioned or listed in the article; go to each particular website to make sure it actually works and that the address has been typed correctly.
- Double-check the correct spelling and punctuation of product and business names (i.e., LinkedIn or Linked-In, FaceBook or Facebook, Walmart or Wal-Mart).
- Check proper name spelling and titles for individuals referenced in the article.
- Check that references are titled properly and noted this way: date/publication/page numbers.
- Make sure all statistics and percentages have their sources referenced.
- Images used in the article have been properly titled and, if referenced in the article, that the appropriate image is referred to (i.e., figure 1, table 2) Authors are encouraged to suggest visuals that will best illustrate their words.
- Spell-check article. *VIEWS* uses the Merriam-Webster Unabridged Dictionary and the Chicago Manual of Style as guidance.

### Author's Agreement and Author Image Agreement

- Both must be signed and dated by the author.
- Electronic signing is OK.
- Send a copy to Feature Editor and keep one for your own records.

# QRCA VIEWS

## Image Guidelines

QRCA VIEWS believes that each article and the magazine overall are enhanced with graphics and images that draw the eye or demonstrate a point. In nearly all cases, we will want graphics and images to accompany your article. It's best to think of these graphics as falling into two categories:

- 1) Graphics and images you **do** have specific permission to use.
  - These include any images or graphics that you created or that you otherwise have specific permission to use from the owner. Good examples are anything specific to the content of your article, such as a photograph you took of a respondent's pantry to illustrate a point about an ethnography or a graphic you created for a project you conducted that relates to the article topic.
  - If you wish to submit your own photos or artwork to accompany your article, please submit high-resolution (300+ dpi) files that are in jpeg, camera-raw, tiff or pdf format.
  
- 2) Graphics and images you **do not** have permission to use.
  - These include almost any images or graphics that you did not create. Examples include images found on the internet or in a magazine and anything sourced from a stock image company.
  - Even if you purchased licensing rights for an image, you most likely are constrained in how you can use it and that allowed usage probably does not include publishing it in QRCA VIEWS.

The QRCA VIEWS publisher has access to stock image libraries with large collections of images that can be used under our existing license, plus graphic designers who can create custom images for articles.

To help make it easier for the publisher to select images that work well with your article, please send us sample images that represent your article's core themes. These sample images can come from any source because they are for reference only. We won't be able to use the samples in the magazine, but they will give us a good idea of what kinds of images you envision accompanying your article.

## QRCA VIEWS

### Tips for Selecting Keywords for Your Article

As a bonus to our QRCA *VIEWS* authors, we make electronic versions of your articles available online (current issue and past archives). To make it easy for readers to find your articles online and mobile, please submit with your article 5-6 sets of keywords that describe your piece, which we can use to tag your article. Please enter these keywords into the “Keywords” section of the QRCA VIEWS author’s template.

Here are some simple guidelines to help you pick the best keywords:

- Choose 2-3 phrases 2-3 words long vs. individual words for your keywords
- Separate each phrase with a comma
- Select phrases that both describe your article and are words that a person might use to find your article

For example, if you were submitting an article on how to find a business coach to help you build a qualitative research practice, your keywords might be “business coach, business mentor, career coach for qualitative research”, and “small business coach”.

If you need help getting ideas on the best keywords for your piece, you might check out the Google Adwords Keyword tool for assistance ([link](#)).

Feel free to get in touch with your Feature Editor if you need additional help with this.

# MAGAZINE AUTHOR LICENSE AGREEMENT

THIS AGREEMENT is made effective this \_\_\_\_\_ day of \_\_\_\_\_, between \_\_\_\_\_ (“Author”) and the Qualitative Research Consultants’ Association (“QRCA”). QRCA is a nonprofit organization, tax exempt under Section 501(c)(6) of the Internal Revenue Code and, consistent with its tax exempt purposes, publishes a magazine in print and online entitled QRCA VIEWS (“Magazine”). The Author has agreed to write a work to be titled \_\_\_\_\_ (or similar title) (the “Work”) to be published by QRCA in the Magazine, in accordance with the terms and conditions of this Agreement.

Based upon mutual consideration, the receipt and adequacy of which are acknowledged, the parties agree as follows:

Responsibilities. The Author shall provide to QRCA the manuscript for the Work in a form and with content, including illustrations, charts, graphs and other material (if any are required), in suitable form and within a timely manner as set out in this Agreement and as agreed by the parties. QRCA agrees to publish the Work in the Magazine if, in QRCA’s sole discretion, the form and content of the manuscript are judged to be acceptable.

Rights. Author hereby grants to QRCA exclusive rights to edit, publish, print, reprint, sell, distribute, and otherwise use the Work in any form or medium worldwide (including but not limited to compilations, microfilm, library databases, videotext, computer databases, CD- ROM, and the Internet) during the copyright term of the Work, except as otherwise provided herein.

Other than the rights granted to QRCA as set forth above, Author owns the rights to the Work and is free to use the Work in Author’s professional capacity or employment. Author shall be permitted to sell or license the Work elsewhere for publication or other similar use, only upon QRCA’s prior written consent, and attribution to the QRCA Magazine as the original place of publication.

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Compensation. Author shall receive no compensation or reimbursement of expenses from QRCA for the grant of license in, or otherwise in connection with, the Work under this Agreement, unless separately agreed in writing by QRCA.

# MAGAZINE AUTHOR LICENSE AGREEMENT

Entire Agreement. This Agreement constitutes the entire agreement between the parties and shall be binding upon and inure to the benefit of the parties, their heirs, successors, assigns, and personal representatives.

Author and an authorized representative of QRCA have signed below to indicate their acceptance of the terms and conditions of this Agreement.

**QRCA**

\_\_\_\_\_  
Authorized Officer signature

\_\_\_\_\_  
Printed name of Authorized Officer

\_\_\_\_\_  
Date

**AUTHOR**

\_\_\_\_\_  
Author signature

\_\_\_\_\_  
Printed name of Author

\_\_\_\_\_  
Date



To avoid misunderstandings and potential legal issues regarding the use of photos, charts, infographics and other images, QRCA requests that Authors submit a list of images for use with each VIEWS article and indicate the ownership status for each image. Additional pages may be added if needed, so that all images are accounted for.

Examples of image descriptions: author headshot, chart 1, photo of business traveler in airport, file 12345.jpg, etc.

Image 1

Description: \_\_\_\_\_

Choose one of the following:

- Author created the image, owns the copyright, and assigns QRCA the right to use the image in print and digital editions of VIEWS, as well as QRCA blog posts, social media, and/or other promotional channels
Author created the image, but image is meant only as a starting point for QRCA's Publisher to find or create a final image for use with the article
Author found the image and does not own the copyright and is offering it as an example; QRCA's Publisher should find or create a similar image
Author does not own the copyright; QRCA's Publisher should contact the following person or organization to obtain publishing rights: \_\_\_\_\_

Image 3

Description: \_\_\_\_\_

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Author created the image, but image is meant only as a starting point for QRCA's Publisher to find or create a final image for use with the article
Author found the image and does not own the copyright and is offering it as an example; QRCA's Publisher should find or create a similar image
Author does not own the copyright; QRCA's Publisher should contact the following person or organization to obtain publishing rights: \_\_\_\_\_

Image 2

Description: \_\_\_\_\_

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Author found the image and does not own the copyright and is offering it as an example; QRCA's Publisher should find or create a similar image
Author does not own the copyright; QRCA's Publisher should contact the following person or organization to obtain publishing rights: \_\_\_\_\_

Image 4

Description: \_\_\_\_\_

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Author created the image, but image is meant only as a starting point for QRCA's Publisher to find or create a final image for use with the article
Author found the image and does not own the copyright and is offering it as an example; QRCA's Publisher should find or create a similar image
Author does not own the copyright; QRCA's Publisher should contact the following person or organization to obtain publishing rights: \_\_\_\_\_

Author assumes all liability with regard to any copyright or trademark infringement, including but not limited to publication content, including pictures and graphics.

Author Name (please print): \_\_\_\_\_

Author Signature: \_\_\_\_\_ Date: \_\_\_\_\_



# Author Illustration List and Agreement

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### Image 5

Description: \_\_\_\_\_

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- Author created the image, but image is meant only as a starting point for QRCA's Publisher to find or create a final image for use with the article
- Author found the image and does not own the copyright and is offering it as an example; QRCA's Publisher should find or create a similar image
- Author does not own the copyright; QRCA's Publisher should contact the following person or organization to obtain publishing rights: \_\_\_\_\_

### Image 7

Description: \_\_\_\_\_

Choose one of the following:

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- Author created the image, but image is meant only as a starting point for QRCA's Publisher to find or create a final image for use with the article
- Author found the image and does not own the copyright and is offering it as an example; QRCA's Publisher should find or create a similar image
- Author does not own the copyright; QRCA's Publisher should contact the following person or organization to obtain publishing rights: \_\_\_\_\_

### Image 6

Description: \_\_\_\_\_

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- Author created the image, but image is meant only as a starting point for QRCA's Publisher to find or create a final image for use with the article
- Author found the image and does not own the copyright and is offering it as an example; QRCA's Publisher should find or create a similar image
- Author does not own the copyright; QRCA's Publisher should contact the following person or organization to obtain publishing rights: \_\_\_\_\_

### Image 8

Description: \_\_\_\_\_

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- Author created the image, but image is meant only as a starting point for QRCA's Publisher to find or create a final image for use with the article
- Author found the image and does not own the copyright and is offering it as an example; QRCA's Publisher should find or create a similar image
- Author does not own the copyright; QRCA's Publisher should contact the following person or organization to obtain publishing rights: \_\_\_\_\_

Author assumes all liability with regard to any copyright or trademark infringement, including but not limited to publication content, including pictures and graphics.

Author Name (please print): \_\_\_\_\_

Author Signature: \_\_\_\_\_ Date: \_\_\_\_\_