

Guidelines for Authors

The Herbarist

The Journal of The Herb Society of America

Approved June 2013

The Herb Society of America, a nonprofit organization founded in 1933, publishes an annual journal entitled *The Herbarist*. Articles, photographs, poetry and illustrations fill this 72-88 page English-language periodical. *The Herbarist* 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 editorial style in *The Herbarist* follows that of *The Chicago Manual of Style: The Essential Guide for Writers, Editors, and Publishers*, 16th Edition, 2010 and the Council of Science Editors' *Scientific Style and Format: The CSE Manual for Authors, Editors, and Publishers*, 7th ed., 2006 while spelling follows *Webster's New World Dictionary*. A style manual specific to HSA publications may be found on The Society's website: www.herbsociety.org.

If you have an idea for a feature article but are unsure if it is appropriate to the journal or The Society, send a short letter or email outlining your proposal to the editor (editor@herbsociety.org). Explain what the article will discuss, the target audience and its anticipated length (word count). The editor or the chair of *The Herbarist* committee will work with you to decide if your idea meets the magazine's usual content, duplicates material recently printed or in press, etc.

Submissions

A typical feature story is 1,500 – 2,000 words although shorter (minimum of 1,200 words) or longer (maximum approx., 3,000 words) will be considered. 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 choose to donate their article to The Society. This donation is tax-deductible to the extent allowed by law.

You will receive confirmation from The Society when your manuscript is received. *The Herbarist* committee reviews all articles. Following this review HSA will send a letter of acceptance or rejection. If your article is accepted, HSA will send a contract to the author(s). If an unsolicited article is not accepted, there is no remuneration to the author(s).

Writer's Checklist

Publishing an article involves these basic steps:

- Confirming an idea with the editor, if appropriate
- 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 / *The Herbarist* committee

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

- Carefully referenced all information, especially medicinal
- Written a short biography and included a photo of yourself to be placed at the end of the story
- Made sure your citations and bibliography conform to the *HSA Style Manual*

Manuscript Format

Submit manuscripts typed and double-spaced with 1-inch margins. Number each page consecutively in the upper right-hand corner. Concise articles not only are the easiest for readers to digest but also convey important information using the least number of pages in the magazine. Articles must be submitted in electronic form, e.g., e-mail, CD or flash drive. While Microsoft Word files are preferred, HSA has both PC and Macintosh capability.

Copyright

HSA requests that submissions be original works, i.e. not previously published. Authors agree not to send the article concurrently to other publications for consideration. Upon acceptance and completion of a contract, the contributor agrees to the terms in the contract regarding copyright and future use of the article.

Deadlines

Articles may be submitted at any time. The cut-off date for any particular issue will be published on *The Herbarist* homepage. The editor will work with an author to determine a mutually acceptable deadline for specific articles. This deadline will be included in the contract and the author is responsible for meeting that deadline.

Elements of an Article

Each manuscript consists of the same basic parts:

Title: The author may suggest a title for the article. Please be aware, however, that this may not be the final title.

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. When an article profiles herbs and their uses, HSA encourages authors 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 "Literature Cited" at the end of the article. A bibliography is a list of germane resources used when writing the article but not specifically cited within the text. The "Bibliography" appears at the end of the article. The *HSA Style Manual* defines the format for each list. Note that formatting for bibliographies is different than formatting for literature citations.

Author's Biography and Address: On the submission cover sheet authors should provide their contact information, a brief biography and photo. In the biography, 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. This biography (or an abbreviated version) will appear at the end of the article. No personal contact information will be published.

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 Manual* and the *Chicago Manual of Style* should be consulted on all style questions. However, short answers to frequently asked questions appear below:

- **Botanical Names:** Use the botanical names of a plant in the 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.arsgrin.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, include the appropriate marks 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 out). All measurements in *The Herbarist* are given in the traditional English form of feet, inches, pounds, ounces, quarts, pints, etc. If it is appropriate, use the metric conversions. 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. An author may state how he or she personally uses an herb, but avoid making recommendations or using phrases including "use," "take" or "I recommend."

The Society's full medicinal disclaimer reads as follows:

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.

A shorter version may be acceptable:

It is the policy of The Herb Society of America not to advise or recommend herbs for medicinal or health use. This information is intended for educational purposes only and should not be considered as a recommendation or an endorsement of any particular medical or health treatment.

Cultural Information

Cultural information for growing herbs is vital to the educational value for our readers. Include practical information such as requirements for light, temperature, water, fertilizer, and special care. 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.

Further Questions

Direct questions to:

Editor
The Herb Society of America
9019 Kirtland-Chardon Rd.
Kirtland, OH 44094

Phone: 440-256-0514
Fax: 440-256-0541
E-mail: editor@herbsociety.org