

## Author Guidelines 2016

Thank you for contributing to *Platypus*, the CASTAC Blog! Below are general guidelines on writing and submitting pieces for the Blog (<http://blog.castac.org>).

**Length:** We aim for posts between 500 and 1500 words—short posts are especially welcome, as they are often better suited to the blog format.

**Publishing deadlines:** We publish new posts every Tuesday, and sometimes Fridays. Please submit a final draft of your piece to the Contributing Editor you are working with by an agreed-upon deadline at least a week before the publishing date, so we can review it and provide feedback (via email, as a Word or Google doc).

**Images:** We welcome photos or illustrations to accompany the text. Please use images that you own or that are not copyright protected (Creative Commons images, public domain images, and the like are fine; it's also possible for us to purchase stock art or photos, so contact your Contributing Editor if you have an idea).

**Links:** Include links! If you're not sure how to embed them, just include the text of the link next to the words you want highlighted and we'll format it for you.

**Author bio:** Please provide a brief bio or affiliation (you can also upload this yourself after you create your user account).

**Style:** *Platypus* follows AAA's style guide (a modified version of Chicago). Since AAA dropped its own version in 2015, we accept Chicago style as well. As the Editor or your CE if you have questions.

### **Steps for posting (after initial review):**

1. **Register for your account (if you don't have one):** You will need a username (this does not have to show up on the site, though) and email address. Go to <http://blog.castac.org/wp-login.php?action=register> and follow the instructions, or request a user account from the Contributing Editor (please provide them with your preferred username and email address). Skip this step if you already have an account.
2. **Notify the CE or Web Producer** that you have created your account, so they can upgrade it from a Subscriber account (commenting only) to a Contributor account. Skip this step if you have posted with us before!
3. **Log in to the blog:** <http://blog.castac.org/wp-login.php>. In the left navigation bar, click Posts > Add New (or click the + New button in the top menu bar).

4. **Compose your post.** You will need a title and main text of your post. **NOTE:** Please use the “Paste from plain text” or “Paste from Word” buttons above the main text field as appropriate, otherwise you may run into formatting issues, especially when copying from Word (you can use either option—the first will strip all formatting and is safest, the second will keep some basic formatting from Word but could still cause issues).
5. **Add media, tags, pull-quote, Tweet:** Upload any media/images, enter tags, and add a possible excerpt for the pullquote text (for this, go to Screen Options > Show on screen > Excerpt). You can also choose which category your post belongs in and add appropriate tags (or you can let the CE do this). Finally, consider possible ideas for how to Tweet about the post (this may be changed by the Editor).
6. **Click “Save” (or “Submit for review”) and you’re done!** Notify the CE that your post is ready and pending review.
7. **Share widely!** Once the post is published, please help promote it, and check back occasionally for comments.

## **Policies**

### **Editorial Policies**

All posts are reviewed for length, clarity, and style, to ensure posts are appropriate for the blog format. Authors work with Contributing Editors to finalize their contribution, but all final editorial decisions rest with the Editor. We reserve the right to make final copy edits, including formatting and title changes. Please make sure all images are reproduced with permission or are not subject to copyright. All submissions should be formatted as Microsoft Word or Google Doc documents and emailed to the appropriate CE, after prior arrangements have been made via email.

We do not revise posts after they have been published, except to correct typos or factual errors, barring extenuating circumstances.

### **Content Guidelines**

We welcome original contributions of approximately 500-1500 words, especially short essays accessible to a broad audience interested in anthropology, science, technology, and related topics. We publish a range of posts, including: those based on original research, such as doctoral research; commentary and critique of current events or issues, especially from an anthropological perspective; discussions of pedagogy, research methods, and tools; interviews; and reflections on science and technology in popular culture. We are especially interested in timely pieces that draw on scholarly research and analysis to provide insight into current topics and events.