

Farmers' Newsletter — guidelines for authors

Thank you for considering writing an article for the IREC *Farmers' Newsletter*

The publication

The *Farmers' Newsletter* is a magazine or journal primarily for irrigated cropping farmers. It is also read by advisors and researchers in government and private sectors, and it is held by local, national and international research centres and libraries.

First produced in 1944 as a regular newsletter, the publication has long been a valuable source of information for irrigators. Currently, the publication is a full-colour A4 magazine, produced twice a year.

The magazine is distributed to over 3000 readers in the Lachlan, Murrumbidgee, Murray and Goulburn valleys.

The *Farmers' Newsletter* publishes articles on:

- research projects and field demonstrations
- new crops, practices, products and services
- technology and issues affecting irrigation practices, efficiency and sustainability
- policy and programs to enhance irrigators' businesses, skills and networks.

Style

The *Farmers' Newsletter* strives to be more detailed and technical than a media release or newspaper article, but not as formal or encompassing as a paper in a scientific journal.

For articles on research projects, the focus should be on **why** the research was instigated and **what** the results will mean for irrigators. There is no need to provide detailed information on methodology and analysis or present large amounts of data.

Articles of **1200–1800 words** are ideal. As far as possible, within the constraints of clear English, the editor will maintain the writing style of the author.

All articles are returned to authors for approval of editing before design and publication.

Audience

The audience, primarily irrigators, has extensive practical experience and a broad range of educational qualifications. As a benchmark when dealing with highly technical information, aim to write for an audience with an understanding of general science at about a Year 10 high school level.

Format

Submit your article as a MS Word document, with minimal formatting, ie make sections and subsections clear but please do not use automatic headings or numbering, fancy fonts or treacherous text boxes. The graphic designer does all the 'pretty' stuff.

Graphics

Absolutely! Photos especially, and graphs, make the article much more readable.

Photos and maps work best when images are submitted as **jpeg or tif files** (saved at greater than 300 dpi, at about 800+ KB). Embedded images (ie photos copied into Word) are dodgy, and sometimes compromise the integrity of the document.

Graphs are best submitted as **Excel charts**, so they can be edited to a consistent format in the publication, as well as guarantee better quality.

Consideration for publication

The editor will consider all submissions on the basis of:

- relevance to the audience
- compatibility with the style of the publication
- objectiveness
- timeliness of submission.

Articles are not required to be refereed, however in some cases the editor may consult an expert in the field for an opinion of the article or part thereof.

Editor: Lucy Kealey

T: 02 6238 3920

M: 0417 043 982

E: lucykealey@bigpond.com