

POWERSHIPS EDITORIAL GUIDELINES AND STYLE NOTES

Vision

Established in 1935, the mission of The Steamship Historical Society of America (SSHA) is to serve as the premier source bringing together amateur and professional historians interested in the heritage of maritime navigation from its earliest days powered by steam to the latest power driven ships.

With thousands of members throughout the world, The Steamship Historical Society of America records, preserves and distributes information about all types of engine-powered vessels.

Our full-color quarterly magazine, *PowerShips* (formerly “Steamboat Bill”) sets the standard for presenting in-depth stories ranging from classic ocean liners and vintage river sternwheelers to modern cruise ships, and hardworking freighters and harbor tugboats.

Each issue provides a showcase for photographs, statistics and promotional material about various ships, transit companies and related information.

Submission of Articles

The Steamship Historical Society of America encourages everyone in the maritime community to submit material. Please use the SSHA Submission Form, which will assist us in categorizing your material. SSHA editors and staff and a group of volunteer evaluators will review the material and make a determination of acceptance. All submissions are subject to editorial review and changes by SSHA.

Authors must submit material in electronic format, as Microsoft Word documents. If appropriate, sources of information should be listed as references. Please include a paragraph or two of biographical information about the author and a head-and-shoulders color photo of the author(s).

PowerShips articles must meet a minimum length of 1,500 words. The ultimate length of the article will be negotiated by the editor-in-chief and the author, but usually not more than 4,000 words.

Review of Submitted Articles

To decide which submitted articles will be accepted for publication in *PowerShips*, a group of knowledgeable volunteers assist SSHA editors and staff in evaluating all submitted papers.

Submitted materials are rated on:

- Usefulness; how much it helps the community advance it’s knowledge of maritime history
- Originality of material
- Its appeal to SSHA members and *PowerShips*’ audience
- Whether the writing is interesting, efficient and not repetitive, and follows the author style guidelines
- Whether the material is covered in adequate depth

Disclaimer

SSHA neither approves nor disapproves, nor does it guarantee the validity or accuracy of any data, claim, opinion or conclusion presented in *PowerShips*.

Licensing

Accepted authors will need to sign a license agreement, licensing SSHA to use the material, prior to the editing process.

Writing Guidelines

All submissions are reviewed first and foremost based on content and relevance to maritime heritage of powerful ships, legendary passengers and hardworking crews — but content providers are still expected to make the information compelling and easy to digest. You may not be a professional writer, but following these simple dos and don'ts will help you get your material published in *PowerShips*:

DO

- Think about who your target audience is, and please write appropriately for that audience.
- Include information that is current and timely. In order to achieve the vision of The Steamship Historical Society of America, please discuss why the information presented is important to *PowerShips*' audience.
- Be considerate of your audience's time constraints. Be efficient and concise while providing details that are important to your audience. Emphasize the practical and illustrate it with specifics. Avoid repetition.
- Follow the Style Notes at the end of these guidelines: Use of a common style sheet throughout *PowerShips* will enhance audience experience.
- Provide attribution where appropriate. For instance, if referring to press reports, the author should state "according to *The New York Times* or *The New York Times* reported." This is especially true if the statement is controversial.

DON'T

- Repackage press releases, "advertorial," or promotional copy. The Steamship Historical Society of America seeks to steer clear from commercialism and self-promotion. The aim of the material should be to educate and inform the audience, rather than to promote an organization, the author, a product or a service.
- Forget proper attribution. The Steamship Historical Society of America will accept previously published material if it is relevant to audience needs, but it must be properly attributed. The correct attribution must appear in the submitted material.
- Just scratch the surface. Cover your material in-depth, but don't try to cover every aspect of a very broad topic. It's much more interesting and useful to detail a smaller topic from as many angles and as deeply as possible.

Clearances

The author is responsible for clearance from his/her organization as well as permission to reproduce any material previously published by others. Licenses or restrictions should be clearly specified.

Accepted manuscripts can become the property of The Steamship Historical Society of America (SSHSA), or be licensed to SSHSA. Please indicate your preference on the submission form. Authors will be required to sign appropriate agreements.

Style Notes

PowerShips uses *The Associated Press Stylebook* in determining its stylistic guidelines.

Through use of a common text style, *PowerShips* provides a more enjoyable magazine for its audience. It is jarring for readers to have some items in U.S. English, for example, and others in British or so-called “proper” English.

Text for *PowerShips* submissions should be presented in U.S. English. This style decision was made by SSHSA not as a measure of the relative merits of U.S. versus British English but for uniformity. However, writing should avoid centrism toward any one country, including the United States.

For example, use of U.S. sports idioms or analogies would not be understood by many readers from outside of the United States. Even the use of the term “America” should be avoided, because residents of Canada and Latin America, not just the United States, call themselves Americans.

Non-global organizations should be identified by headquarters location and where appropriate people should be identified by organizational affiliation and title.

Numbers:

- In general use, spell out one through nine...10...100...1 million
- If a precise measurement, use numerals; note the following examples/exceptions:
 - \$10 20 percent Exhibit 5
 - one-half 30-minute Level 3

Dates/Times: 16 March 2008; 15-17 May; 9:00 a.m. U.S. Eastern Time (GMT-4)

Phone Numbers: +1 401 274 0805; +64 9 277 7756

Currency: Identify any currency discussed. Consider converting uncommon currencies to more common ones, such as U.S. dollars, euros or U.K. pounds.

Measurements: Be sure to put metric or “English” equivalents in parentheses when citing measures of length, weight, speed, volume and temperature.

Capitalization: Use very sparingly. SSHSA’s style is to lower-case “web.” Anything that could be used generically, including organizational business units, should be in all lower-case. Do not capitalize position titles unless they appear before the name.

Abbreviations/Acronyms: Spell out on first use and use the acronym or abbreviation on following uses if it will be clearly understood by the reader. These rules are especially important in any technical or specialized presentation where a wider audience might not be familiar with those abbreviations or acronyms.

Vessel Names: Current vessel names are spelled in Italics. If the vessels former name is also cited, follow the current name with a lowercase “a” and parenthesis and then the former name, in italics. For multiple former names, present them alphabetically from the oldest name to the most recent former name. For example, *Rotterdam a) Rembrandt b) Rotterdam II*.

URLs (web addresses): It is not necessary to use “http://” if a URL begins with www, but it is necessary if the URL does not begin with “www.” SSHSA’s website is referred to as SSHSA.org.

SSHSA Registration Marks/Trademarks

It is important to protect SSHSA intellectual property by using marks properly. It is acceptable to use register marks only on the “marked” item’s first appearance.