

THE DIRECTOR

Contributing to NFDA Publications

Thank you for your interest in contributing to *The Director* magazine, the official publication of the National Funeral Directors Association (NFDA). This document provides guidelines that will help you if you are interested in submitting editorial material.

Every month, *The Director* magazine reports and analyzes the stories that shape the world of funeral service professionals in order to help them operate their funeral homes, cemeteries, crematories and/or affiliated businesses more effectively and better serve families. The publication consistently offers objective, in-depth features on the trends affecting these businesses, expert analysis of legislative and regulatory developments, and thought-provoking opinions by leaders within the profession.

The Director is published monthly with an average circulation of nearly 13,000 copies worldwide. Included at no charge as one of the many benefits of NFDA membership. Non-members can also subscribe for \$84 per year (delivery within the U.S.) and \$96 per year (Canadian and international delivery).

WHAT WE SEEK

- Before writing/submitting an article, please take time to familiarize yourself with the type of material we prefer by reviewing recent issues of the magazine. If you do not already regularly read *The Director*, sample copies of the magazine may be purchased by contacting an NFDA member services representative at 800-228-6332 for \$10 per issue. (Sample issues will not be provided for free to prospective authors.)
- *The Director* seeks timely stories about current funeral service issues, *expert* analysis of the trends impacting consumer preferences for funerals and memorialization services, practical, how-to advice that helps readers (practitioners) adapt their existing businesses to better meet the needs of today's families and other features of interest within the profession.
- Full-length feature stories generally run 2,000-2,500 words; if your query leads to an assignment, the editor will specify the desired length, but much depends upon the topic/focus.
- We also seek short (1,000-1,500 word) "quick-read" pieces that provide practical, how-to advice about a specific, narrow challenge facing funeral directors. These articles are best presented in a bullet-point format following a brief introduction.
- Authors are encouraged to include with an article a sidebar briefly expanding

upon a central point of the article, or providing readers with additional follow-up information sources.

- Authors submitting articles to *The Director* magazine are not paid, unless expressly agreed to in writing by the editor before-hand. The magazine publishes exclusively articles from members or recognized experts within the profession.
- The editorial policy is to include feature articles that were not previously published. If your article previously appeared in another publication, that fact must be disclosed via your initial query.
- Author-provided photographs augmenting an article (ideally in a high-resolution digital format) are encouraged.
- Articles following AP style and written from a professional point of view (i.e. third-vs. first-person).
- All submissions must adhere to NFDA's Policy regarding the usage of AI as it pertains to original material and copy generated from AI.
- Copyrighted material (whether it is text repurposed from printed or video sources or from an AI application, as well as images) must be so indicated within the article. *The Director* assumes no responsibility for obtaining permission to reprint copyrighted material.

WHAT WE DO NOT SEEK

- *The Director* is not in the market for fiction, poetry, crossword puzzles or articles that merely make broad generalizations about the funeral service profession/industry without authoritative substantiation.
- Articles that promote a specific product and/or service offered by a funeral industry supplier, or a specific product and/or service offered by a licensed funeral director as an adjunct business. This type of article will not be considered.
- We have no interest in simultaneously submitted articles (stories sent concurrently to *The Director* and other funeral-oriented publications, whether in print or electronic format).
- Regular contributions to the magazine.
- Articles by funeral industry suppliers overtly/subtly tied to the launch/marketing campaign of a new product or service.

HOW TO PITCH *The Director*

- Query the editor directly (at the e-mail address below) with a summary/outline of your potential article.
- If your article is already written, please attach it to an e-mail and provide in the body of the accompanying e-mail an outline of your article's theme, as well as a brief synopsis of your funeral service-relevant background.
- Please no faxes or hard copies.

OTHER CONSIDERATIONS

- If you, a close relative or a friend are related in any way to a subject that will appear in an article you wish to author – whether to a member of the NFDA Board of

Directors or of any NFDA committee or subcommittee, another national or state funeral association, or to any entity with a financial/vested interest in the funeral service industry – this relationship must be disclosed to the editor prior to accepting an assignment.

- When contacting sources, you may state that “I’m writing an article for *The Director* magazine” if the article was specifically assigned, in writing (via letter or e-mail), by the editor. You may not represent yourself, however, as anything other than an “independent contractor” on assignment for *The Director* magazine.
- Under no circumstances are writers allowed to accept gifts, gratuities, product samples or other special privileges in connection with an assignment for *The Director* magazine.
- Under no circumstances will *The Director* reimburse authors for costs associated with writing an article.
- All articles accepted for publication in *The Director* magazine remain subject to editing for length, style and/or content. Edited articles may be sent to the author for approval prior to publication, but the editor reserves the right to delay/not publish any article regardless of previous agreements.
- An author’s affiliation to a company that runs paid/unpaid advertisements in *The Director* has no bearing on the decision to publish an editorial submission.

In general, *The Director* magazine seeks writers that can deliver lively, well-researched articles that deliver how-to insights that will immediately help readers operate their funeral homes, cemeteries, crematories and/or affiliated businesses more efficiently. Furthermore, we respect writers that can deliver copy on deadline that fits the specifications of our assignment.

If you fit this description, we would like to hear from you.

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The Director
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