



Contributing to the ACSM Bulletin?

There is one requirement that contributors to the *ACSM Bulletin* should heed: write in a popular science style, i.e., imagine that the reader will most likely not know every technical term that rolls off your tongue, but don't treat them as technically challenged either. This translates to "keep technicalities to a minimum, explain concepts and products in an understandable manner, keep sentences on the short side, and if there is an opportunity to provide an example or two, do it." An article gets an A plus from the editor when it contains real "human interest" content, narrated in an attention-grabbing manner [which does not preclude the use of technical information] and is thoughtfully illustrated. My particular penchant is hatred of abbreviations, exclamation marks, and statements such as: "the world-renowned, academy winning ...". Other than that, the world [and the pen] are the author's.

The Editor
ACSM Bulletin

