**IABC Catalyst Submission Guidelines**

IABC publishes a variety of content featuring insights from today’s brightest communication thought leaders. Through Catalyst, the official online publication of IABC ([iabc.com/catalyst](https://www.iabc.com/catalyst)), content analyzes emerging trends in organizational communication, highlights current research, and provides helpful tips for communication professionals on a wide range of timely topics.

**Content published by IABC must adhere to and align with:**

* [IABC’s Code of Ethics for Professional Communicators](https://www.iabc.com/about/what-we-do/standards/code-of-ethics)
* [The Global Standard of the Profession](https://www.iabc.com/about/what-we-do/standards/global-standard)
* [Ethical Use of AI by Communication Professionals](https://www.iabc.com/about/what-we-do/standards/ethical-use-of-ai)

All authors are asked to fill out IABC’s [online author submission form](https://share.hsforms.com/17-_FXswBSR6sVeJMxkTFGAq7p36), sharing their bio, headshot, and a signed copy of IABC’s right to publish agreement. The agreement states the work is your own and IABC has permission to publish it.

**Content should also be:**

* Relevant for business communication professionals.
* Properly attributed to the originator of the content.
* Not promotional in nature.
* Factually correct and well-reasoned.
* Timely and up to date.
* Applicable to a global audience.
* Focused on new, compelling and innovative ideas.

**IABC’s content addresses a wide range of topics of interest to communicators of all levels and specialties, including but not limited to:**

* Strategic communication planning
* Marketing communication
* Trends in communication practice
* Social media/new media
* Public relations and media relations
* Employee communication
* Career and leadership development for communication professionals
* Communicating globally/across cultures
* Speechwriting and presentations
* Crisis communication
* Change communication

**When preparing a submission for Catalyst, consider the following questions:**

1. What is the primary purpose of the piece?
2. What is the overarching issue or trend that is being addressed?
3. Who is the audience, in general and within the IABC membership?
4. What insights, perspectives, guidance, and innovative ideas will the audience gain?
5. What practical learning will the audience gain, and how can they use this information to support their organization and/or advance their career?
6. Does the piece include relevant examples/case studies as appropriate?
7. Will the article include references to research and opposing views, if applicable, to offer balance?
8. Do you have supporting multimedia elements (videos, podcasts) or links out to more information that would strengthen the piece?

Word count for articles in Catalyst articles vary, but are generally 750-1,200 words, unless otherwise specified by editorial staff.

Questions? Reach out to Kristin Frankiewicz ([kfrankiewicz@iabc.com](mailto:kfrankiewicz@iabc.com)) or Dawn De La Torre ([ddelatorre@iabc.com](mailto:ddelatorre@iabc.com)).