

## **CKI Magazine writer's guidelines**

Thank you for your interest in CKI Magazine.

CKI Magazine is a collegiate publication distributed once each academic year to the 13,500 members of Circle K International, as well as additional subscribers. The most current issue is available on the [Web site](http://www.circlek.org), [www.circlek.org](http://www.circlek.org).

Circle K International is the world's largest collegiate service organization, and its members are above-average college students, primarily residing in the United States and Canada, who are committed to community service and leadership development.

Articles published in CKI Magazine are of two types: serious and light nonfiction. Most articles purchased for publication in CKI Magazine address broad areas of interest to all college students but specifically to service-minded individuals, such as current trends (social, collegiate, etc.), leadership and career development, self-help, and community involvement. No fiction, short humor, or travel pieces are accepted. Also, we do not publish historical or philosophical pieces, nor do we accept profiles.

CKI Magazine articles average between 250 and 1,500 words (six to eight pages, typed doubled-spaced); payment is "on acceptance" and ranges from \$100 to \$800, depending on the depth of treatment, appeal to our special audience, and other factors. Query letters are preferred to finished manuscripts.

Proposed articles are tested against two major criteria: They should (1) cover a broad subject rather than an individual person, place, or event; and (2) be applicable to the lives and concerns of today's college students.

Some of our recently published articles include "The Do's and Don't's of Volunteering with At-Risk Youth," "Graduating to Job Offers," "Friends for Life," "Be Grateful for Gratitude," "Get the Meat Out of Your Meetings (leadership)," and "You Can Make a Difference."

In all articles, treatment must be objective and in-depth, and each major point should be substantiated by illustrative examples and quotes from expert sources. Authors are required to base their stories on interviews and research rather than on personal insights and experiences, and serious articles should avoid intrusions of writers' views. Single-source articles and essays are quickly rejected.

Writing style should be smooth, personable, and to the point, with strong narration, anecdotes, and use of descriptive detail where appropriate. An article's lead must be strong, capturing the readers' attention and setting the tone of the piece. It should be followed by a clear thesis statement of the article's central point. The reader should know quickly what he or she is going to read about and why.

Treatment of light subjects must be as authoritative as serious subjects, but humorous examples and comparisons, as well as a lighter writing style, also are valued when appropriate.

Writers should be aware that CKI Magazine is not exclusively a US publication but has readers in Canada and the Caribbean as well. Avoid terms such as "our nation" and "our president," and strive for some quotes and examples from non-US sources, if practical.

Photographs (color and/or black-and-white) are not essential but are desirable when they are of high quality and add substantially to the impact of the article. Photos and artwork are purchased as part of the manuscript package, with consideration given to the extra time and expense of the author.

Please address query letters to (mail with a self-addressed, stamped envelope); or fax at 317-879-0204; or [e-mail ckimagazine@kiwanis.org](mailto:ckimagazine@kiwanis.org).

Executive Editor

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