



# HR PULSE

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## EDITORIAL GUIDELINES

*HR Pulse* is an e-newsletter that is published six times a year and distributed to CTHRA's membership of 3,000 HR professionals within the cable telecommunications industry. The purpose of the publication is to share practical knowledge and proven strategies that will help members be more effective in their jobs. We encourage submissions from qualified professionals on topics related to current and emerging trends, winning strategies and the challenges and opportunities faced by today's HR professionals. We strongly encourage authors to include supporting data, real-life applications and quotations from leading experts or others with direct knowledge of the topic.

Articles that provide authoritative, valuable content and avoid promoting the self-interest of an individual, company or organization may be selected for digital publication. Articles that are selected for digital publication are subject to editorial review and editing.

### **Submission Process:**

1. **Submit an article abstract:** Send a one paragraph abstract outlining your topic and how the information will benefit HR professionals. If your abstract is approved, we will assign you an issue date.
2. **Submit your article by the deadline.** The editorial team may provide suggestions and request a second draft.
3. **Review/approve the edited version of the article prior to publication.** CTHRA will provide you with an HTML version of your article to review. Please respond promptly with edits or approval.

Abstracts and articles should be submitted to Melissa Hicks, editor, [mhicks@cthra.com](mailto:mhicks@cthra.com).

### **Author Guidelines**

**Format:** Microsoft Word

**Byline:** Please provide the name, title and company of the author as it should appear in *HR Pulse*.

**Length:** Articles should be 750-1,500 words

**Photos/Images:** Please provide a head shot of the author. To enhance your article, we encourage the inclusion of charts, graphs, and related imagery of which you have express usage rights.

**Content:** Authors must refrain from promoting specific companies, products, and services.

ISSUE	EDITORIAL TOPICS	SUBMISSION DEADLINES
<b>Mar/Apr 2015</b>	<ul style="list-style-type: none"> <li>• The Role of Recognition in the Workplace</li> <li>• Candidate Engagement/Talent</li> <li>• CTHRA Awards Call for Nominations</li> </ul>	Mar 27
<b>May/June 2015</b>	<ul style="list-style-type: none"> <li>• Employee Engagement/Retention</li> <li>• Employee Value Proposition</li> <li>• Millennials/Generational Issues</li> <li>• Generational Hiring: The Faces of the 21<sup>st</sup> Century Workforce</li> <li>• The Death of Performance Ratings (why they are becoming obsolete and what's replacing them)</li> </ul>	April 21
<b>July/Aug 2015</b> <b>The Tech Issue</b>	<ul style="list-style-type: none"> <li>• Innovations in HRIS</li> <li>• Savvy Social Media Strategies for Employee Relations</li> <li>• Social Media &amp; The Search for Talent</li> <li>• The Quest for High Tech Talent &amp; How to Compete with Silicon Valley</li> </ul>	June 15
<b>Sept/Oct 2015</b>	<ul style="list-style-type: none"> <li>• Diversity &amp; the Unconscious Bias</li> <li>• Inclusivity</li> <li>• Realities of the Affordable Care Act</li> <li>• Stop Trying to Change Your Culture &amp; Build On it</li> </ul>	August 15
<b>Nov/Dec 2015</b>	<ul style="list-style-type: none"> <li>• Findings from CTHRA's 2015 Compensation Surveys</li> <li>• Fact or Fiction: Does Pay Impact Productivity?</li> <li>• The Future of Compensation: Pay mix, bonus %, overall philosophy</li> <li>• Pay for Play: more employees are willing to exchange pay for time off. Are we?</li> <li>• How Gen Y Views Total Comp</li> <li>• Highlights from CTHRA's Think Tank</li> </ul>	October 15
<b>Jan/Feb 2016 issue</b>	<ul style="list-style-type: none"> <li>• Big Data and HR: People Analytics</li> <li>• Top HR Predictions for 2016</li> <li>• Trends in Benefits &amp; Perks</li> <li>• Workplace Healthy Living Initiatives: Why Bother?</li> </ul>	December 15

**Questions?** Please contact the editor, Melissa Hicks, at 484.888.6766 or [mhicks@cthra.com](mailto:mhicks@cthra.com). We look forward to receiving your contribution!