

Unlocking the Publishing Door: Strategies for Getting Your Work Into Print

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Presentation QR Code



Workshop Goals

- Understand the purpose of writing for the IAA Magazine
- Identify potential article categories
- Steps to writing a successful article including submission process
- Provide hands on practice and/or article brainstorming
- Encourage confidence in writing and getting your work published!

Interscholastic Athletic Administration Magazine

Official publication of the
National Interscholastic
Athletic Administrators
Association and published
four times a year by the
NIAAA.



Article Categories

The IAA Magazine accepts articles that fall into four main categories:

- Ideas That Work (ITW)
- Best Practices
- ADvice
- Feature

Ideas That Work

- Single ideas or tips to enhance efficiency of day-to-day practices
- Describe a resource, efficient procedure, plan, idea or concept
- 200 Words (one-two paragraphs)
- Sample ITW
 - *Promoting the Student Voice in Athletics*
 - *How to Administer Alone or With Limited Staff*
 - *Recognition – Spread the Wealth*

Best Practices

- Helpful and time tested practices – think practical
- Processes, checklists that help with best practices
- 400–600 words (less than one page)
- Sample Best Practices
 - *Practice Observations Made Easy*
 - *Networking*
 - *Branding Your Program*

ADvice

- Focused on contemporary issue/trend
- An introductory paragraph that elaborates on or defines a problem with a short description of the response to the issue or problem
- 1000 Words (one to one and a half pages)
- Sample ADvice:
 - *Improve Email Messages*
 - *Equitable Treatment of Game Nights*
 - *Positive PA Announcing*
 - *Avenues for Dealing with Difficult Parents*

Feature

- Longer than ADvice, digs deeper into an issue and the solution to it
- Describe the relevant issue, indicate the potential effects and response. References often cited
- 1200-2000 Words (two or more pages)
- Sample Feature Article
 - *Guiding Fan Behavior*
 - *Putting Together Your Athletic Department Dream Team*
 - *Coaching Core Values*
 - *Securing Planning for Large Scale Events*
 - *Effectiveness of Concussion Protocol*

Article Writing Process

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Step One: Article Planning & Research

- 1. Define the Focus of Your Article**
 - What topic relevant to interscholastic athletic administrators will you address? (e.g., leadership strategies, facility management, athlete eligibility policies, budgeting, artificial intelligence, diversity and inclusion, sportsmanship, Title IX compliance.)
 - How does this topic help solve challenges or improve practices for athletic administrators?
- 2. Identify Key Research Questions**
 - What specific issue will your article address?
 - What practical insights or solutions will it provide?
- 3. Understand the Audience**
 - IAA readers are interscholastic athletic administrators
 - What will resonate with them? (e.g., actionable strategies, case studies, compliance updates, leadership development.)
- 4. Gather and Organize Research**
 - Collect relevant statistics, case studies, best practices, or anecdotal evidence from school sports programs.
 - Note examples of success or lessons learned from failures in athletic administration.

Step Two: Structuring Your Article

5. Choose a Format

- IAA articles often include:
 - **Best Practices:** Proven strategies for
 - **ADvice**
 - **Ideas That Work**
 - **Feature**
- Consider using bullet points, sidebars, or graphics for readability.

6. Outline Your Article

- **Title:** Create a clear and engaging title that reflects the topic and its value (e.g., “Budgeting Tips for High School Sports Programs” or “Building a Culture of Sportsmanship in School Athletics”).
- **Introduction:** Start with an anecdote, challenge, or statistic relevant to interscholastic athletics. State your article’s purpose and what readers will gain.
- **Main Sections:** Divide content into logical sections, such as:
 - Problem Overview
 - Strategies or Solutions
 - Case Study/Examples
 - Key Takeaways
- **Conclusion:** Summarize insights and offer a call to action or next steps.

Step Three: Writing Your Draft

7. Introduction

- Hook the reader with a scenario, challenge, or success story relevant to athletic administration.
- Clearly state the article's focus and why it's important.

8. Body Sections

- **Problem Overview:** Define the issue or challenge in athletic administration.
- **Strategies or Solutions:** Offer actionable advice, supported by research or real-world examples.
- **Case Studies/Examples:** Share stories of athletic programs or administrators who tackled this issue effectively.
- Use clear subheadings and bullet points to enhance readability.

9. Conclusion

- Recap the problem and solutions without repeating verbatim.
- Offer actionable steps or an inspiring closing thought.

Step Four: Refinement

10. Editing Checklist

- Does the article address a practical challenge or leadership issue in interscholastic athletics?
- Are your insights and recommendations clear and actionable?
- Have you cited any data or research appropriately?
- Does the tone match the professional and solution-oriented style of IAA?

11. Peer Review

- Have a school athletic administrator or colleague review your draft.
- Ask for feedback on clarity, relevance, and tone.

Step Five: Preparing for Submission

12. Tailor for IAA Submission

- Check IAA's submission guidelines for word count, tone, and formatting.
- Ensure your article aligns with the magazine's mission to provide professional development for interscholastic athletic administrators.
- Include high-quality visuals (charts, graphs, or photos) if required.

13. Submit and Follow Up

- **Submit the article to Justin Chapman, NIAAA Communications Manager at jchapman@niaaa.org.**
- All submissions should be completed in Microsoft Word format via email
- Articles chosen for publication in IAA will have an author's byline (except ITW) and two or three lines of biographical information
- The publications committee meets twice a year to place articles in upcoming issues of the IAA Magazine
- Be prepared to revise based on editorial feedback.

Helpful Hints

The Reluctant Scribe,
Gary Stevens

- Friendly Audience
 - IAA is written by athletic directors for athletic directors!
 - Every voice matters
- Write about a topic that interests you
 - Develop a topic that you feel confident about
 - Write about a current initiative or project
- Don't worry about length
 - 250-2000 Words
- Publications committee will help you!
 - Reviewed and edited
- Lists or Bullet Points
 - Key Steps
 - Templates for planning
- Make it Personal

**The IAA Magazine Needs You!
Start Your Article!**

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TOPIC BRAINSTORM

Purpose: Identify a unique and relevant topic for IAA readers.

Prompt: Answer the following questions to help generate your topic:

1. What challenges have you encountered or solved in interscholastic athletic administration?
Example: "Managing limited budgets for high school sports programs."
2. What innovative strategies or best practices can you share with others?
Example: "Implementing mental health support systems for student-athletes."
3. Are there any timely issues affecting athletic programs that need solutions?
Example: "Adapting to changing Title IX regulations."

Activity: Write 2-3 potential topics:

- Topic 1: _____
- Topic 2: _____
- Topic 3: _____

ARTICLE OUTLINE

Purpose: Create a roadmap for your article.

Template: Use the following structure to outline your article:

1. **Title:** (Make it clear and engaging, e.g., "Five Proven Fundraising Strategies for School Athletics")
Title: _____
2. **Introduction:**
 - Hook: Start with an interesting fact, challenge, or anecdote.
 - Problem Statement: What issue are you addressing?
 - Why it Matters: Why is this important to athletic administrators?Notes: _____
3. **Body Section 1:** (Key Point or Strategy)
 - Main Idea: _____
 - Example or Evidence: _____
4. **Body Section 2:** (Key Point or Strategy)
 - Main Idea: _____
 - Example or Evidence: _____
5. **Conclusion:**
 - Summarize Key Points: _____
 - Call to Action or Closing Thought: _____

WRITE A KEY SECTION

Purpose: Begin drafting a key part of your article.

Activity: Choose one of the following to draft:

- **Introduction:** Clearly define the problem and engage the reader.
Prompt: What challenge are you addressing, and why does it matter?
Example: "Many high school athletic programs struggle with declining budgets, yet creative fundraising can ensure student-athletes thrive despite these challenges."
- **Body Section:** Share a specific strategy or insight.
Prompt: What solution are you offering? How has it worked in practice?
Example: "One effective strategy is hosting community-wide fundraising events, such as 5K runs or alumni games, which not only raise money but also build school spirit."