



## TXCPA Houston FORUM Article Submission Guidelines

Thank you for your interest in submitting an article to **TXCPA Houston's FORUM** magazine. In order to ensure that the *FORUM* is valuable and timely, the following guidelines have been compiled for those making a contribution. If you have any questions or comments regarding these guidelines, direct them to the Michelle Carr at [mcarr@txcpahouston.cpa](mailto:mcarr@txcpahouston.cpa).

The format of *The FORUM* accommodates three types of submissions:

- News briefs or updates on developments in the profession: Between 400–900 words, these short, nontechnical articles should provide a concise overview of current trends, new findings, or recent occurrences relevant to the profession (e.g., the release of a standard or exposure draft).
- Reviews of books, software, technology, or other professional tools: Between 750–1500 words, reviews should offer a comprehensive overview of the content and recommendations to readers. Reviews can range from a short synopsis and overall rating to an in-depth look at its workings and its usefulness for financial professionals.
- Perspective pieces: Between 500–1,500 words, these articles should express a personal opinion or viewpoint about a professional matter of importance to CPAs. Arguments should be well reasoned and substantiated by evidence.

Topics of interest include:

<b>Accounting &amp; Auditing</b> <ul style="list-style-type: none"><li>○ Financial Reporting</li><li>○ SEC Reporting and Regulation</li><li>○ Not-for-Profit and Government Accounting</li><li>○ Auditor Independence and Internal Controls</li><li>○ International Accounting and Auditing</li></ul>	<b>Management</b> <ul style="list-style-type: none"><li>○ Human Resources</li><li>○ Controllershship and Budgeting</li><li>○ Employee Benefit Plans</li></ul>
<b>Taxation</b> <ul style="list-style-type: none"><li>○ Income Taxes (Federal, State, and Local)</li><li>○ Estates and Trusts</li><li>○ Sales and Use Taxes</li><li>○ International Taxation</li><li>○ Tax Policy</li></ul>	<b>Responsibilities &amp; Leadership</b> <ul style="list-style-type: none"><li>○ Ethics</li><li>○ Education</li><li>○ Future of the Profession</li><li>○ Professional Development</li><li>○ Compliance</li><li>○ Fraud Detection and Deterrence</li></ul>
<b>Finance</b> <ul style="list-style-type: none"><li>○ Personal Financial Planning</li><li>○ Not-For-Profit Organizations</li><li>○ Corporate Finance</li><li>○ Business Valuation</li></ul>	<b>Technology</b> <ul style="list-style-type: none"><li>○ IT Management and Security</li><li>○ Software and Hardware</li><li>○ E-Commerce</li><li>○ Electronic Reporting</li></ul>

Things to follow when writing/submitting an article:

- Completed article **must** be original, well-written, grammatically correct and adhere to the approved article topic.
- The article must not include affiliate links.
- Reserve self-promotion to your bio unless the article focus is on a business, an event, a course, or a workshop.
- Submit article in Microsoft Word document format (.doc or .docx) only.
- Use single spacing after punctuation.
- Use Arial, size 12.
- If images or graphics are included, submit in jpg or png format only. All images must be owned by you or provide photo source and photo credit.

Articles should contain citations and references wherever appropriate. Direct quotes taken directly from another source should be clearly labeled as such and should include an appropriate reference; any language that is paraphrased from another source should also include an appropriate reference. Care should be taken to ensure that any terms, effective dates, and figures taken from official pronouncements are exact and in conformity with the original source.

Article title and author information:

- Include an appropriate and informative title for article.
- Include the author's first and last name and titles
- Include headshot with bio
- A brief summary of 100–150 words
- The article may include one direct link to your website in the last paragraph or the brief author's bio; which will be published at the end of the article.

Submitting an article indicates you are authorized to, and do, legally grant **TXCPA Houston** the rights to publish and edit, if needed. The **TXCPA Houston** editorial staff will review all articles and make minor changes for readability, organization and **Associated Press** style prior to publication. If significant edits are needed, the editor will send the revised article back to author for approval. The editorial staff will then review and **must** approve the article before publication. The date an article is published will be determined by the editor.

**TXCPA Houston** will review the submitted article for possible publication. If FORUM magazine editors believe the content will provide readers with practical information and thoughtful analysis on a relevant topic, we will schedule a publication date. Examples of previously published material is achieved online at <https://www.tx.cpa/houston/education/publications>. Contributors interested in submitting an article for review should contact marketing coordinator, Michelle Carr, at [mcarr@txcpahouston.cpa](mailto:mcarr@txcpahouston.cpa).