

# Learning & Leading

WITH TECHNOLOGY



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Become a  
Published  
Writer



## SUBMISSION GUIDELINES



# Have You Thought Your Successes



Do you have a **project or model** incorporating technology that has been particularly successful for staff development, technology coordination, or infrastructure implementation?

Do you have:

- Examples to show how the project/model helped teachers use technology to make a difference in student learning?
- Examples that show how the project/model helped teachers increase their technology knowledge or facility with technology integration?
- Quotes that demonstrate your claims?
- Solid recommendations for other educators and ideas they can replicate or adapt?

Have you taught a **lesson or unit** incorporating technology that has gone particularly well?

Do you have:

- Tips, tricks, or short tidbits?
- Stories or quotes that demonstrate student learning?
- A great tech tool or resource to share?
- Quick ideas that are easy to adapt?

Have you developed or used an **online tool, website, or portal** of technology-related resources for a particular topic?

Do you have:

- Evidence of the need for resources on the topic?
- Criteria for evaluating the resources?
- Solid ideas for how the resources can be used by students in the classroom or by teachers for staff development?
- Stories or quotes from teachers/students about how they found the resources useful?

Do you have **technical expertise** that you think is valuable for other educators or students?

Do you have:

- Personal experience that the particular technology skill is valuable to teachers and/or students?
- Solid ideas for how the skill would enhance learning/teaching?
- A proven approach to teaching the skill?
- Stories or quotes from teachers and/or students who have found the skill useful?
- A sense that the information can be conveyed in 150–1,000 words?

If you answered **yes**, contact us about writing!

## 3 Easy Steps

1. If you have a copy of *L&L*, please look it over to familiarize yourself with its tone, voice, and storytelling style. Or request a sample copy by sending an e-mail to [submissions@iste.org](mailto:submissions@iste.org).
2. Visit the *L&L* website and review the submission guidelines ([www.iste.org/LL](http://www.iste.org/LL)).
3. Contact the editor, Kate Conley, to discuss your idea before you begin writing (1.541.434.8926 or [kconley@iste.org](mailto:kconley@iste.org)).

# About Sharing With Your Peers?

## WRITING REVIEWS

Product reviews can be extremely valuable. They are also highly specialized and difficult to produce. *L&L* doesn't accept unsolicited product reviews, but we are very willing to work with authors to produce these articles.

Reviews should be fair and objective, factually complete, and tightly written (most should be fewer than 500 words, but some may be assigned as many as 1,000 words). Software reviews should include screenshot capture(s) of the product in use. Hardware should have a picture of the device (preferably in use).

[www.iste.org/LL](http://www.iste.org/LL)

## Reviewer Qualifications

A complete review must always include:

- **Suggested retail price (list price)**  
Actual (street) price, volume discount, and educational or special pricing can also be included.
- **Basic compatibility**  
For example, Mac or PC, operating system, and system requirements also need to be included.
- **Setup/installation/initial use impressions**
- **Environment of the evaluation when appropriate**  
For example, installed on an old PC, in a darkened classroom, connected to a network.
- **Conclusion about the product's value**  
This should include information about the target market (e.g., administrators, grade 6 students, math teachers) how well the product achieves its purpose, and warranty.

Because reviews are by nature somewhat subjective, *L&L* will not consider reviews written by any author with strong connections to the manufacturer of the product or in return for compensation from the manufacturer. Compensation can include awards, grants, in-kind donations, or other consideration and need not be tied to the writing of the article. For example, if you have won the "Company X Teacher of the Year Award," you could not write a review of Company X's products. The reasoning is twofold: It is extremely difficult for reviewers in these cases to be truly objective, and more important, readers are considerably less trusting of an author who writes from a vested interest. *L&L* insists that all reviewers fully disclose any and all connections they may have to vendors. If you have questions about whether your situation may disqualify you as an author, please contact the editor, Kate Conley, at [kconley@iste.org](mailto:kconley@iste.org).



## Acceptance vs. Publication

A variety of factors determine what articles make it into print. Even when your manuscript has been pre-accepted by our acquisitions editor, *L&L* cannot guarantee publication of a submission. However, all efforts will be made to work with authors to ensure publication.

Questions? E-mail the editor at [submissions@iste.org](mailto:submissions@iste.org).

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<p><b>August 2009</b>                      Editorial Close: March 18, 2009                      Ad Close: May 11, 2009                      Ad Material Close: May 20, 2009</p>	<p><b>Innovative Learning Technologies</b>                      Buyer's Guide Topic:                      Interactive Whiteboards</p>
<p><b>September/October 2009</b>                      Editorial Close: May 3, 2009                      Ad Close: July 6, 2009                      Ad Material Close: August 13, 2009</p>	<p><b>Online Learning</b>                      Buyer's Guide Topic:                      Audio Recorders</p>
<p><b>November 2009</b>                      Editorial Close: July 8, 2009                      Ad Close: August 26, 2009                      Ad Material Close: September 8, 2009</p>	<p><b>Cool Tools</b>                      Buyer's Guide Topic:                      Art Tools</p>
<p><b>December/January 2009–10</b>                      Editorial Close: August 18, 2009                      Ad Close: September 29, 2009                      Ad Material Close: October 8, 2009  <i>Bonus Distribution: FETC</i></p>	<p><b>Leadership Management</b>                      Buyer's Guide Topic:                      Smartphones</p>
<p><b>February 2010</b>                      Editorial Close: September 30, 2009                      Ad Close: November 20, 2009                      Ad Material Close: December 2, 2009  <i>Bonus Distribution: TCEA</i></p>	<p><b>School Improvement</b>                      Buyer's Guide Topic:                      Adaptive Keyboards</p>
<p><b>March/April 2010</b>                      Editorial Close: November 16, 2009                      Ad Close: December 28, 2009                      Ad Material Close: January 7, 2010  <i>Bonus Distribution: CUE</i></p>	<p><b>Digital Citizenship</b>                      Buyer's Guide Topic:                      Wireless Reading Devices</p>
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<p><b>June/July 2010</b>                      Editorial Close: February 15, 2010                      Ad Close: March 22, 2010                      Ad Material Close: April 9, 2010</p>	<p><b>Professional Development</b>                      Buyer's Guide Topic:                      Touch Technology</p>

## Regular Departments and Columns

### Products & Services

This department includes software and hardware reviews, buyer's guides, and new product announcements. Send releases to [products@iste.org](mailto:products@iste.org).

### Point/Counterpoint

Educators debate tough issues in a feisty yet friendly fashion.

### Learning Connections

This department features the best practices as submitted by our huge panel of curriculum experts. Each issue is packed with valuable classroom tips and examples.

### The Connected Classroom

Longtime *L&L* luminary Glen Bull sheds light on the issues all preservice and inservice educators should be aware of. A noted visionary, Glen is a master at connecting the hottest new technologies with best classroom practices.

### As I See IT

Forward-thinking tech directors tackle the tough technology integration topics head on.

### Voices Carry

ISTE's director of government affairs, Hilary Goldmann, discusses current issues in Ed Tech advocacy.

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### Editorial Opportunities

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