

Association for Business Communication
2010 Annual Convention Proceedings
Formatting Instructions
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Please use the following instructions when preparing proceedings submissions. These instructions have been formatted using the same guidelines to provide an example. If you have questions, contact the Proceedings Editor, Lisa Gueldenzoph Snyder, at gueldenzoph@att.net or 336.337.4983.

1. **Margins.** Use one-inch top, bottom, left, and right margins throughout the entire paper.

2. **Font.** Use the default font for Word 2007 (Calibri). Body text including headings should be 11 points.

3. **Title.** The title must be centered on the top line of the first page. Use bold, 16-point Calibri. If the length of the title extends beyond one line of text, break the line at a logical place using an inverted pyramid format (e.g., the first line should be longer than the second line, which should be longer than the third line, if used). Titles should not exceed three lines of text. Capitalize each word (except articles); do not use all caps.

4. **Author and Affiliation.** Center the author's name below the title using one blank line to separate the title from the name, and include the author's affiliation on the line immediately below the name. No title, degree, or rank should be listed. If there are multiple authors from one institution, divide the names by commas and list the affiliation on the line below. If there are multiple authors from multiple institutions, use the same format for single authors but leave one blank line after the first author's affiliation before the second author's name. Continue this same format for subsequent authors. Use bold, 14-point Calibri for name(s) and affiliation(s).

5. **Abstract.** An abstract is not required, but can be inserted after the author/affiliation information and before the first line of the body of the manuscript. Leave two blank lines before/after the abstract. Use the title "Abstract" as a first-level heading (bold, centered, 11-point Calibri font) and leave one blank line between the title and the first line of the abstract. Abstracts should not exceed 150 words.

6. **Body.** Leave two blank lines after the last author's affiliation before beginning the first line of the manuscript. The paper must use a one-column format with left justification and one blank line between paragraphs. Only standard symbols and abbreviations should be used in text and illustrations.

7. **Page Numbering.** Do not number the pages. Do not use running headers.

8. **Spacing.** Text should be single-spaced with no extra spacing before or after paragraphs.

9. **Paragraph Format.** Leave one blank line between paragraphs, and do not indent paragraphs.

10. **Headings.** Headings are not required, but up to two levels of headings can be included.

a. First-level headings must be centered and **bold**. Capitalize each word (except articles) and use the same font and size as the body of the paper (11-point Calibri).

b. Second-level headings must be left justified and **bold**. Capitalize each word (except articles) and use the same font and size as the body of the paper. Use just one blank line between headings and paragraphs.

11. **Length.** Minimum 4,000 words.

12. **Graphics.** All tables and figures must be embedded in the Word file; they must be numbered and labeled following the format of the *Publication Manual of the American Psychological Association* (6th ed., 2010). No separate graphics files will be accepted.

13. **References.** All references cited in the body of the paper should be listed immediately after the conclusion of the body. Leave one blank line to separate the narrative from the reference heading, which should be a first-level heading. The references must use the same margins and font style as the body. References and text citations must follow the style of the *Publication Manual of the American Psychological Association* (6th ed., 2010). The same font size and style (11-point Calibri) should be used.

14. **Biographical Information.** A *brief* biography must be provided for each author. Leave four blank lines below the last reference and maintain consistent margins and font style. Use a separate paragraph for each other with a blank line separating each author's biography. The author's name should be in uppercase, bold letters followed by up to four lines of text per author.

15. **Submission Requirements.** Save your file as a Word document using the primary author's last name as the filename. Email your file as an attachment to the proceedings editor at gueldenzoph@att.net before July 30, 2010.

LISA GUELDENZOPH SNYDER is an Associate Professor in the School of Business and Economics at North Carolina A&T State University. She currently serves as the 2010 ABC Proceedings Editor, the Chair of the ABC Employment Opportunities Committee, the 2010-2011 National Secretary for Delta Pi Epsilon, and the 2011 editor of the *NBEA Yearbook*. Contact her at gueldenzoph@att.net.