

The Public Manager Network White Paper Guidelines

About *The Public Manager*:

The Public Manager is a unique, independent, and nonpartisan quarterly journal about government leadership that works. Produced in print and electronic format with related podcasts, blogs, and events, it is devoted to empowering government and developing leaders by enhancing their strategic vision, professionalism, and business acumen.

Every issue of *The Public Manager* discusses pivotal concerns of federal senior executives and middle managers and shares their innovative ideas, practical applications for new technologies, and management successes. Regular topics include performance management, collaboration, accounting and budgeting, human capital management, financial, talent and knowledge management, and other critical areas of public service.

White Paper:

White papers should discuss applications, solutions, and tested tools—not simply challenges or problems. Readers should finish each one page **with at least three takeaways**—fresh perspectives, pragmatic tips and original techniques. Case studies may address issues of job performance, talent development and recruitment or provide a better understanding of issues facing the public management community. They should illustrate how these challenges are being addressed successfully by pioneers in the field.

What it looks like: Each white paper from The Public Manager Network will fill one boxed page in the journal and indicate sponsorship. Sponsors are invited to attach jpeg images with direction on where they ideally should be placed. Sponsors are required to give The Public Manager the most relevant 1-4 word name they wish to use as the signature to their advertorial. Content should run not more than 700 words including headlines and subheads and should be submitted via word document with hyperlinked text or URLs included as comments. Three takeaways should be bulleted in the text.

“Advertorial” Balance and Editorial Criteria

- While we recognize our network partners need to gain exposure for their product and/or service, the priority of the white paper is to provide valuable content to our community.
- The content should first provide value (best practices, entertaining stories, useful insight, etc.) and second, offer product-specific solutions and product information.
- All white paper content is subject to approval from the editorial staff. Deadlines are driven by our editorial calendar. Our editorial review process is based on the following points:
- **Original Perspective**—Does the white paper relate experience to anticipated or current concerns. Does it illustrate information and best practices not widely known? Are the ideas supported and brought together into a readable, cohesive body of work?
- **Audience Appeal**—Will the white paper capture and retain readers’ interest even if the topic is outside their professional expertise? Does it provide useful information useful to federal public managers? Does it provide implementation guidance or increase the reader’s business acumen?
- **Veracity**—Is the data presented without bias that would undermine its credibility?

