

TERMS OF REFERENCE (TOR) OF IEM JURUTERA-i

IEM JURUTERA-i DIGITAL PUBLICATION WEB PORTAL

Website: iemjurutera.my

Publication: IEM JURUTERA-i

Status: Official Digital Information Publication of The Institution of Engineers, Malaysia (IEM)

1. PURPOSE

These Terms of Reference ("ToR") establish the editorial, content, publication and governance framework for **IEM JURUTERA-i**, the official digital information publication web portal of The Institution of Engineers, Malaysia ("IEM").

JURUTERA has historically served as IEM's monthly printed bulletin and as an important communication channel between the Institution, its members, the engineering profession, industry and other stakeholders.

JURUTERA-i represents the evolution of this publication into a **digital-first, continuously accessible and responsive publication platform**, optimised for computers, tablets and smartphones.

The transition shall preserve the professional standing, editorial quality and institutional identity of JURUTERA while enabling IEM to:

- publish information more promptly;
- reach members between conventional publication cycles;
- improve accessibility and readability;
- provide greater visibility to IEM activities and engineering developments;
- accommodate photographs, graphics, video, audio and hyperlinks;
- create a searchable archive of IEM knowledge and activities;
- encourage greater participation by Technical Divisions, Standing Committees, Special Interest Groups, Sections and Branches; and
- strengthen IEM's position as a credible source of engineering knowledge, professional information and institutional thought leadership.

2. OBJECTIVES OF JURUTERA-i

JURUTERA-i shall serve as IEM's principal digital publication platform for communicating matters relevant to engineering, engineers and the Institution.

Its objectives are to:

1. disseminate engineering and professional information in a timely manner;
2. communicate IEM policies, initiatives, activities and achievements;
3. showcase engineering knowledge, innovation, projects and professional practice;
4. provide informed commentary on issues affecting engineers and the engineering profession;

5. promote technical and professional knowledge exchange among IEM members;
6. provide visibility to IEM Technical Divisions, Standing Committees, Special Interest Groups, Sections and Branches;
7. document significant IEM activities and institutional milestones;
8. provide appropriate coverage of engineering developments in Malaysia and internationally;
9. encourage contributions from IEM members, academia, industry and invited subject-matter experts;
10. progressively develop an accessible and searchable digital archive of IEM institutional and engineering knowledge; and
11. complement and progressively succeed the traditional printed JURUTERA Bulletin where appropriate.

3. EDITORIAL PRINCIPLES

All content published on JURUTERA-i shall observe the following principles:

- **Professionalism** — Content shall reflect the professional standing and reputation of IEM.
- **Technical Integrity** — Technical statements, engineering data and references shall be reasonably verified and attributable.
- **Accuracy** — Names, professional titles, organisations, dates, locations, standards, technical terminology and numerical information shall be checked prior to publication.
- **Relevance** — Content shall have identifiable relevance to IEM, its members, engineering, technology, infrastructure, sustainability or the engineering profession.
- **Impartiality** — JURUTERA-i shall not be used primarily to advance partisan political interests or inappropriate commercial interests.
- **Accessibility** — Articles shall be structured for effective reading on smartphones, tablets and desktop computers.
- **Timeliness** — News and event reports should be published while the subject remains current.
- **Institutional Responsibility** — Content published under IEM's name shall protect the reputation, independence and professional standing of the Institution.

4. CONTENT CATEGORIES

JURUTERA-i shall adopt clearly defined editorial categories. A submission may carry one **Primary Category** and, where appropriate, relevant secondary tags.

Category	Purpose	Recommended Length
News	Timely IEM, engineering, industry or professional developments	300–500 words
IEM Highlights	Significant IEM achievements, appointments, milestones or initiatives	400–500 words
Event / Event Highlights	Reports on seminars, conferences, technical visits, workshops, dinners, competitions and other IEM activities	300–500 words
Press / Official Statements	Official IEM statements, announcements and matters of public or professional importance	300–800 words

Tech	Accessible explanations of engineering technologies, standards, systems and developments	800–500 words
Category	Purpose	Recommended Length
Feature	In-depth engineering, professional, industry or institutional articles (Summary from Jurutera Bulletin)	200–300 words
Cover Story	Major flagship article on a strategically important engineering subject (Summary from Jurutera Bulletin)	200–300 words
ESG & Sustainability	Energy transition, climate, sustainability, decarbonisation, governance and related engineering subjects	300–500 words
Engineering Perspectives	Professional commentary, thought leadership and informed engineering opinion	300–500 words
People / Interview	Interviews with engineers, leaders, experts and notable personalities	300–500 words
Lens	Engineering stories communicated principally through photography and short captions	150–400 words
Adventures	Engineering-related travel, field experience, expeditions, heritage or human-interest stories	150–400 words
Podcast / Multimedia	Podcast, video interview or multimedia content accompanied by a synopsis	150–400 words

The IEM JURUTERA-i Editorial Board may introduce, consolidate or discontinue categories as the portal develops.

5. ARTICLE STRUCTURE

Where applicable, submissions should follow the following digital structure:

5.1 Headline

The headline should:

- preferably contain **6–12 words**;
- clearly identify the subject;
- be informative rather than sensational;
- avoid unnecessary capitalisation; and
- contain relevant engineering or industry keywords where naturally appropriate.

5.2 Opening / Standfirst

A brief introductory paragraph should explain:

- what happened or what the article concerns;
- why it matters; and
- its relevance to engineers or IEM members.

5.3 Main Content

The body should be divided into logical sections.

For longer articles, subheadings should generally appear every **200–300 words**.

Bullet points, numbered lists, tables, diagrams and infographics should be used where these improve comprehension.

5.4 Conclusion

Technical and feature articles should conclude with:

- principal observations;
- implications for engineering practice or the profession; and/or
- appropriate next steps.

6.5 Author Information

Where applicable:

By [Name]

[Professional designation / IEM grade]

[Position / Technical Division / Branch / Organisation]

6. PHOTOGRAPH AND IMAGE REQUIREMENTS

Digital publication is inherently visual. Every article should therefore be accompanied by appropriate, publication-quality images.

6.1 Featured Image

Every substantive post should have **one (1) designated Featured Image**.

The Featured Image appears on the homepage, category pages, article previews and social-media sharing links and must therefore communicate the subject effectively even before the article is opened.

Preferred Featured Images

Priority should be given to:

1. a strong photograph directly representing the subject;
2. engineering infrastructure, equipment, technology or project photography;
3. an action photograph showing engineers or participants engaged in the activity;
4. a professionally prepared technical illustration or infographic;
5. an official event photograph where the people or activity are clearly identifiable; or
6. an official portrait for interviews or personality profiles.

Featured Images to Avoid

The following should generally **not** be used as the Featured Image:

- screenshots of PowerPoint slides;
- photographs containing excessive text;
- WhatsApp screenshots;
- low-resolution images;
- blurred photographs;
- stretched or distorted photographs;

- generic clipart;
- unrelated stock photographs;
- company advertisements;
- photographs dominated by sponsor logos;
- repetitive group photographs where a stronger action image is available.

Event posters should generally **not** be used as the Featured Image for a post-event article. An actual photograph from the event is preferable.

7. NUMBER OF IMAGES

Recommended image quantities are:

Article Type	Recommended Images
News	1–3
Event Report	1-3
IEM Highlights	1-3
Interview	1-3
Lens / Photo Story	1-3
Press Statement	1–3
Podcast	1 featured image + multimedia thumbnail

Images should add information or context rather than merely increase the visual length of the article.

8. IMAGE TECHNICAL GUIDELINES

For consistency across desktop and mobile platforms:

- Featured Image: preferably **16:9 landscape format**
- Recommended working resolution: approximately **1600 × 900 pixels** or higher
- Minimum practical width: approximately **1200 pixels**
- Preferred formats: JPEG, WebP or PNG where appropriate
- Images should be sharp, correctly exposed and free from unnecessary borders or embedded promotional graphics.

Image files should use meaningful filenames, for example:

IEM-EETD-LSS-Technical-Forum-2026.jpg

rather than:

IMG_4728.jpg

All significant photographs should carry concise captions identifying the event, activity, equipment or persons where appropriate.

9. PHOTOGRAPH SELECTION FOR IEM EVENTS

For an IEM event report, contributors should preferably provide:

1. **Speaker photograph** — speaker presenting or interacting with participants;
2. **Audience/participation photograph**;
3. **Technical/activity photograph** — demonstration, site visit, equipment, discussion, etc.;
4. **Group photograph**; and
5. **Presentation/recognition photograph**, where applicable.

Conventional group photography should therefore become **one element of the visual story rather than automatically being the principal image**.

10. TECHNICAL CONTENT

Technical articles shall be written for a broad professional engineering readership unless specifically designated otherwise.

Authors should:

- explain specialist terminology where necessary;
- use SI units;
- identify applicable standards correctly;
- distinguish facts from opinions;
- state assumptions associated with calculations or projections;
- provide sources for significant statistics and external data;
- properly identify diagrams, tables and figures;
- avoid unsupported technical or commercial claims; and
- ensure that proprietary or confidential information is authorised for publication.

Technical content should be informative and educational rather than promotional.

11. REFERENCES AND HYPERLINKS

Unlike print publication, JURUTERA-i should make effective use of digital references.

Where relevant, articles may contain hyperlinks to:

- IEM resources;
- legislation and regulations;
- government agencies;
- engineering standards organisations;
- universities and research institutions;
- technical reports;

- official project information;
- cited research papers; and
- related JURUTERA-i articles.

Hyperlinks should preferably point to authoritative or primary sources.

A technical article may also include a short **References / Further Reading** section.

12. COMMERCIAL AND PROMOTIONAL CONTENT

JURUTERA-i is an IEM professional publication and shall not become an unrestricted corporate advertising platform.

Articles contributed by companies, manufacturers, consultants or suppliers must provide genuine technical or professional value.

The Editorial Board may reject or edit submissions that:

- constitute disguised advertising;
- contain excessive product promotion;
- make unsupported superiority claims;
- promote products without substantive engineering discussion; or
- compromise the perceived independence of IEM.

Paid advertising, sponsorship and advertorial content shall be clearly distinguished from independent editorial content.

Exclusive Advertising Details:

1. **Banner Advertisement** (*Refer to Figure 1.0 (attached)*)
 - **Size:** 512px x 512px
2. **Organisation Profile as a Sponsored Post** (*Refer to Figure 2.0(attached)*)
 - **Word Limit:** 500 words
 - **Images:** One (1) feature image and two (2) article images
 - **Submission Requirements:**
 - **Title of the article**
 - **Article content** (maximum 500 words)
 - **Feature image and article images**
 - **Relevant hashtags**

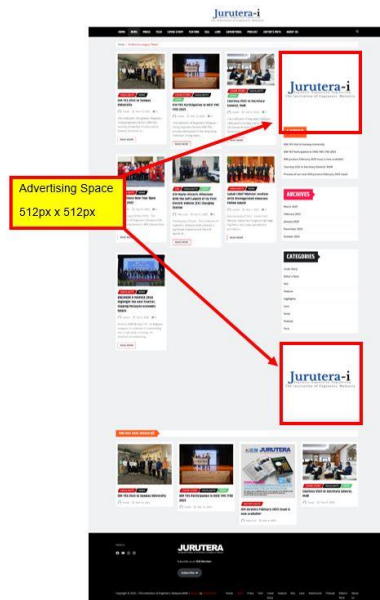


Figure 1.0 Advertising Space

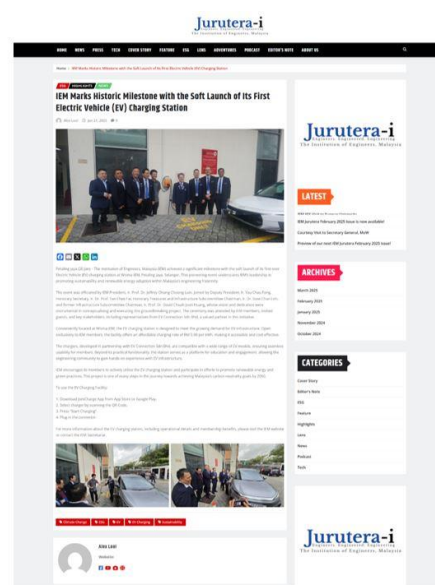


Figure 2.0 Sample Sponsored Post



13. COPYRIGHT AND INTELLECTUAL PROPERTY

Contributors shall ensure that they possess the necessary rights or permission to submit:

- text;
- photographs;
- diagrams;
- drawings;
- charts;
- tables;
- illustrations;
- videos; and
- other copyrighted material.

Material produced by third parties shall be appropriately credited and, where necessary, accompanied by permission.

Plagiarism is prohibited.

The applicable IEM publication policy should govern copyright and publication rights.

14. ARTIFICIAL INTELLIGENCE

Artificial intelligence tools may be used as an **assistive editorial tool**, subject to responsible use.

AI shall not substitute for professional accountability.

Contributors remain responsible for:

- technical accuracy;
- factual accuracy;
- references;
- originality;
- professional opinions; and
- compliance with IEM publication requirements.

AI-generated references, technical standards, quotations or numerical data shall not be accepted without independent verification.

AI-generated or materially altered images should not be represented as documentary photographs of actual engineering projects, persons or IEM events.

15. PROFESSIONAL, LEGAL AND ETHICAL REQUIREMENTS

Content shall not:

- be defamatory;
- unlawfully infringe intellectual property;
- disclose confidential or privileged information;
- improperly identify commercially sensitive project information;
- compromise public safety or security;
- misrepresent IEM policy;
- contain discriminatory or offensive material;
- improperly endorse political parties or candidates; or
- contain misleading professional or commercial representations.

Views expressed by individual contributors may, where appropriate, carry a disclaimer that they do not necessarily represent the official position of IEM.

16. EDITORIAL REVIEW

All submissions shall be subject to editorial review before publication.

The editorial process may include:

Submission → Initial Screening → Category Assignment → Technical/Editorial Review → Copy Editing → Image Review → Approval → Web Publication → Promotion/Archiving

The Editorial Board or authorised Editor may:

- edit headlines;
- correct grammar and style;
- shorten articles;
- restructure paragraphs for digital readability;
- select or replace Featured Images;
- request clarification;
- request supporting references;
- reclassify content;
- postpone publication; or
- reject unsuitable submissions.

Substantive amendments affecting an author's technical meaning should, where practicable, be referred to the author before publication.

17. TIMELINESS OF SUBMISSIONS

Digital publication should move away from the constraint of waiting for a monthly publication cycle.

Recommended publication timelines are:

Content	Target Submission / Publication
Breaking institutional announcement	As soon as authorised
IEM Event Report	Within 1-3 working days after event
Major Event / Conference Highlight	Within 1-3 working days after event
Press Statement	Immediately following approval
News	Within 1-3 working days after event
Podcast / Interview	Scheduled editorially

Published events/articles should not be more than one (1) months from published dates.

This principle is fundamental to JURUTERA-i: **digital content should be published when it is relevant, rather than being held unnecessarily for a monthly publication date.**

Ver 01, 17-Aug-2026

Ver 02, 9-Oct-2026