ECHA News Guidelines

Audience:

Occupants of the Edmonton Clinic Health Academy
Health Science faculty, staff and students
ECHA facebook fans

Distribution:

The ECHA news is created with and distributed via [Constant Contact](). People may join the mailing list voluntarily or, if they are building occupants, be added by either the ECHA administration team or a senior member of their faculty. Recipients may unsubscribe from the list at any time.

Submission Guidelines:

Length: Maximum 150 words on screen
        Longer articles can be linked or attached as PDF files.

Pictures: Pictures are encouraged! Please ensure they are JPEG, GIF or PNG format and sized as follows:
400-600 pixels preferred – maximum is 800 pixels
350KB maximum
Colour: No CMYK – RGB is best

Content: We are always learning what is of interest to our readership. The ECHA news will adapt to reflect input from readers. We welcome the following based on input via the ECHA news readership surveys:

- articles highlighting interdisciplinary (ID) work within your faculty or department;
- stories about students pursuing ID research or engaged in interprofessional (IP) education;
- published interdisciplinary or interprofessional education research;
- special interest pieces (these may be discipline-specific but with relevance for ID/IP work);
- feature stories about ECHA occupants (individual or group successes, new people or groups moving into ECHA space);
- public events occurring in ECHA (lectures, seminars, guest speakers, fundraisers, etc);

- announcements pertinent to the building.

Some specifics:

- All writing will be edited for CP and [University of Alberta](#) editorial style.
- Weights and measures should be in metric first, with conversion to imperial in brackets if required.
- All 'guidelines' should be from Canadian sources (food guide, physical activity guide, recommended daily allowance etc.).
- All submissions will be edited for tone, voice and content.
- Content providers are responsible for fact-checking the content they provide.
- Submissions may or may not be selected for inclusion.
- Content should be sent as an MS Word, or Pages document, or in the body of an email.
- Content should not be formatted except as necessary (no bold, italics, fancy fonts, borders etc).
- Please note the total width of the newsletter template is 240 pixels.

Deadlines: The newsletter will go out once per month; special issues will used for time-sensitive information.

ECHA News is distributed on the 4rd Wednesday of the month, with submission deadlines one week prior.

Helpful writing tips!

Write for a General Audience

- **Acronyms**--Spell out all acronyms the first time they're used. (with some exceptions)
- **Jargon**--Please avoid jargon; while your co-worker might 'speak the same language' a general audience will not. In the spirit of interdisciplinary communication, make sure readers in other disciplines can understand your ideas!
- **Reader's knowledge level**--Even in a university, write as if the reader knows little about your topic; for example, briefly explain important points and never assume that the reader is already familiar with specific parts of your project/work area. This is an electronic document, so remember to embed links in areas where the reader may want to find out more!
- **Skip minute details**--Focus on an overview; your audience will get lost in excessive detail.
- **Direct, simple language**--Keep it simple. Writing should not be arduous - if it is then the reading will be equally unappealing.

Write for a Web Audience

It's estimated that web readers read less than 30% of what's written, so unless you make the content appropriate for Web readers, much of your effort will be wasted.

- **Inverted Pyramid**--The inverted pyramid is a journalism term, but it works well for Web writing. Elaborate the main point first and work downwards in terms of priority of information.
- **Concise Text**--Remove redundancies and unimportant details to ensure that the text is crisp, clean, and compact.
- **Sub-Headlines**--Break long paragraphs of text into smaller chunks with headlines and sub-headlines, giving the readers an easy path that identifies the section of most interest.
- **Use Bullets**--Use bullets to show listed items; it makes the content easier to read and appear more organized. (please note the guidelines for formatting bullets here)
- **Contextual Links**--Include links to related content, and make sure that the words or phrases you use as links are contextual.

Edit, Edit, Edit

No one knows your content as well as you do. A good editor can help to organize content, correct grammar errors and help the article to flow better, but you're the subject matter expert. Take a few minutes, get someone to read it for you, and use your spell and grammar check!

(adapted from http://ais.its.psu.edu/newsletter/story_guidelines.asp)

Writing resources:

The Canadian Press Style
and other terrific language and writing resources from Government of Canada – FREE

University of Alberta style guide

Metric Conversion charts

Plain Language links for Canadians

Writing for the Web

2014-2015 deadlines	
Article Submissions Due	**Publication Date**
September 17	September 24
October 15	October 22
November 19	November 26
December 10	December 17
December 16	Special Holiday issue December 23
January 21	January 28
February 18	February 25
March 18	March 25
April 15	April 22
May 20	May 27
June 17	June 24
July 15	July 22
August 19	August 26