

## ECHA News Guidelines

**Audience:**

Occupants of the Edmonton Clinic Health Academy  
Health Sciences faculty, staff and students  
Subscribers from outside organizations including AHS  
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! JPEG, GIF or PNG format, 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 adapts to reflect input from readers. We welcome the following, based on ECHA news readership surveys:

- articles highlighting interdisciplinary 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 should 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 4<sup>th</sup> 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!
- **Respect the readers' 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 that 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. (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. 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](http://ais.its.psu.edu/newsletter/story_guidelines.asp))

### **Writing resources:**

[The Canadian Press Style](#)

and other terrific language and writing resources from the [Government of Canada](#) – FREE

[University of Alberta style guide](#)

[Metric Conversion charts](#)

[Plain Language links for Canadians](#)

[Writing for the web](#)

2015-2016 Deadlines	
Article Submissions Due	Publication Dates
September 16	September 23
October 14	October 21
November 18	November 25
December 9	December 16
December 15	<i>Special Holiday issue</i> December 23
January 20	January 27
February 17	February 24
March 16	March 23
April 13	April 20
May 18	May 25
June 15	June 22
July 13	July 20
August 17	August 24