



## ECHA News guidelines

### Audience:

- Occupants of the Edmonton Clinic Health Academy
- Health Sciences faculty, staff and students

### Distribution:

The ECHA news is created with and distributed via [Constant Contact](#).

Anyone can join the mailing list; building occupants may be added by a senior member of their faculty.

Recipients may unsubscribe from the list at any time; once unsubscribed an email address cannot be added by anyone other than its owner.

The current ECHA News distribution list includes over 760 addresses.

### Readership:

The ECHA News enjoys consistently high open rates of 45% - 56%.

(The average open rate for e-news of this kind is ~25%)

### Submission Guidelines:

**Length:** Maximum 150 words on screen; longer articles can be attached as PDF files.

**Pictures:** Everyone likes pictures! Image files must be JPEG or PNG in format, 350KB maximum, and sized as follows:

- **Preferred:** 300 pixels tall x 600 pixels wide
- **Maximum:** 400 pixels tall x 650 pixels wide Colour: RGB only

### Deadlines:

The ECHA News is distributed by email and Facebook on the second last Wednesday of the month, with submission deadlines one week prior. There are occasional exceptions – please refer to the schedule on page 3.

## 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:

- 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
- 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
- Other content is welcome – please get in touch [echainfo@ualberta.ca](mailto:echainfo@ualberta.ca)

## Some specifics

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

## Write for a General Audience

- **Acronyms** - Spell out all acronyms the first time they're used. (with some exceptions e.g. NORAD, JEEP, NATO)
- **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

- **Inverted Pyramid** Elaborate the main point first and work downwards in terms of priority of information.
- **Concise Text** Remove redundancies and unimportant details.
- **Sub-Headlines** Break long paragraphs of text into smaller chunks with headlines and sub- headlines.
- **Use Bullets** Use bullets to show listed items; it makes the content easier to read and appear more organized. (Please use these [guidelines for formatting bullets](#))
- **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, but a second set of eyes always helps; take a few minutes to have someone else proofread your article.

## Some useful resources

[The Canadian Style](#) (and other free language and writing resources from the Government of Canada)

[Metric Conversion charts](#)

[Grammar Girl](#)

2018-2019 ECHA News deadlines	
Article submissions due	Publication dates
<b>2018</b>	
May 16	May 23
June 13	June 20
July 11	July 18
August 15	August 22
September 12	September 19
October 17	October 24
November 14	November 21
December 12	December 19
December 12	Special Holiday Issue December 20
<b>2019</b>	
January 16	January 23
February 13	February 20
March 13	March 20
April 10	April 17