



## 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](#)

2019-2020 ECHA News deadlines	
Article submissions due	Publication dates
<b>2019</b>	
January 16	January 23
February 13	February 20
March 13	March 20
April 10	April 17
May 8	May 15
June 12	June 19
July 10	July 17
August 14	August 21
September 11	September 18
October 9	October 16
November 13	November 20
December 11	December 18
December 11	Special Holiday Issue December 19
<b>2020</b>	
January 15	January 22
February 12	February 19
March 11	March 18
April 8	April 15