EMORY report

Contributor's Guidelines

Emory Report serves as an informative, lively and comprehensive resource for news and events of vital interest to staff and faculty. The weekly publication highlights the Emory community's accomplishments, endeavors and aspirations that reflect the University's identity and strategic vision.

I. EDITORIAL GUIDELINES
- All material published in Emory Report must have a connection to the University and demonstrate discernible news value for faculty and staff.
- Associated Press Stylebook is the preferred style guide; vocabulary unique to Emory follows University publication guidelines.
- Final decisions on content and editing rest with the Emory Report staff.
- Word count is strictly enforced to maintain editorial and design integrity.

II. SUBMISSIONS

Deadlines
- **Articles** are due 10 days prior to the desired publication date.
- Submit **calendar listings** at least two weeks in advance of the event.

Formatting Instructions
- Articles should be submitted as a Microsoft Word document with minimal formatting.
- There are no spaces between paragraphs, which should be indented.
- Only one space between a period and the first word of the following sentence.
- Phone numbers should use dashes only, no parentheses or dots.
- E-mail/web addresses should have the hyperlink removed.
- Headline suggestions are welcome and should be six words or less.

III. CONTENT

People

Acclaim: Recognizes the accomplishments of staff and faculty. Brief listings may include awards and prizes; election to boards and societies; and similarly notable accomplishments at Emory or in the wider community. Emory Report relies on submissions for this section. Submit photos when available. Lead with names, formatted in bold. Items should include the subject's title at Emory; a description of the award, etc. and why the subject was honored; brief descriptor of the awarding agency, etc. **Word Count: 60**

Profile: Human interest features of staff and faculty. Focus is on an interesting personal or professional activity. Also include, when possible, supporting information to be used in a sidebar. For example: A profile about a poetry professor might be accompanied by a 150-word box featuring one of his/her poems. **Word Count: 600**

Newsmakers: Highlights faculty experts who have been quoted in the past two weeks in national news media regarding current issues and trends. **Word Count: 50**

Campus

Take Note: Brief news-you-can-use items for faculty and staff. Items should include essential information, including where to find more information. **Word Count: 100 max**.

Report From: Weekly column written by representatives from various University offices. May address trends and topics in areas of expertise; preview or highlight an activity; spotlight achievements; or inspire readers to take action (for example: A Campus Services' column may offer five ways employees can conserve energy at work). **Word Count: 500**

Discovery

Scholarship & Research Summaries: News briefs summarizing key findings of academic discoveries. **Word Count (2-column slot): 120**; **Word Count (3-column slot): 200**

Featured Story: Article showcasing scholarship or research-related activities, including what's new and key findings within research or published work. **Word Count: 600 max.**

Forum

First Person: Emory Report solicits commentaries from staff, faculty and students on issues of interest to the Emory community. Submissions are welcome. Material should be appropriate for the publication as determined by the editor. Authors should include name and job title and a headline suggestion of five words or less. The editors reserve the right to edit essays for length, style and clarity. **Word Count: 700**

Soundbites: Succinct coverage of lectures with broad appeal. Event summaries should be built around an interesting or provocative quote from the lecturer. Items should include essential information, i.e. the speaker's name and title/bio; date; topic and purpose of lecture/event; brief summary and at least one quote from the event. **Word Count: 100**

Events

Advance Notice: Promotion of upcoming events that would appeal to a broad audience. Summary/news brief format. Items should include essential information, i.e. date; location; topic and purpose of lecture/event; title/bio of featured presenter(s); and where to find more information. **Word Count: 100**

Calendar: Compiled from the University's master calendar, and from submissions to Emory Report. Events are listed by category and include date; title; presenter; time; place; cost; and phone number or Web site for more information. Listings are subject to space limitations.

IV. SPECIAL

Inserts
A 2-page independent supplement printed and distributed with Emory Report. Inserts must be booked at least three weeks in advance, and should be produced using a specified Emory Report format. The submitting party will cover the cost of printing fees and must supply all content.

V. PHOTOGRAPHY & IMAGE GUIDELINES

ER seeks compelling, high quality photographs and graphics. Color images are preferred. Please include the image description, and the name of the photographer/artist so that credit can be given.

Accepted image specifications:
- All images must be high resolution (300 dpi).
- Pixel dimensions should be around 1500 X 2200 pixels.
- The color can be RGB, CMYK or grayscale.
- File formats can be pdf, tif, jpeg or eps.
- Images can be provided via e-mail or on a CD or DVD.

Photoshop window for a print ready photo:
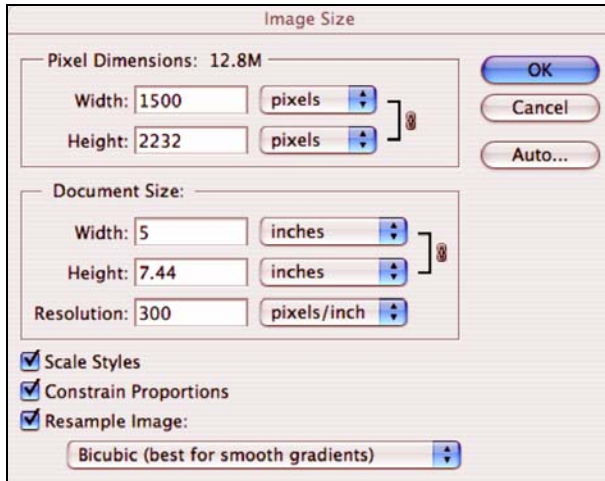
Note: Point-and-shot digital cameras usually have user-friendly settings for shooting a print-ready photo. A good rule of thumb is to use the largest image capture setting.

VI. SPECIAL INSERTS

An insert can be purchased as a supplement to the regular issue of ER. It is featured in the back of the paper as a separate leaflet. Inserts must be booked at least three weeks in advance, and should be produced in conjunction with Emory Report. Inserts must be designed using the Emory Report template. The submitting party will cover the cost of printing fees and must supply all content. Emory Report offers design services; contact Designer Christi Gray for details.

VII. FOR MORE INFORMATION

Emory Report's 2007-08 publication schedule is available online at:

www.emory.edu/EMORY_REPORT/aboutER.htm.

For questions regarding editorial matters, please contact Editor Kim Urquhart at 404-727-9507 or **kim.urquhart@emory.edu**.

For questions regarding photography or design, please contact Associate Editor/Designer Christi Gray at 404-727-5546 or **christi.gray@emory.edu**.

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