



## SUBMISSION GUIDELINES

Asante wants to celebrate our employees and our accomplishments. You can play a part by sharing your message in Asante News and [Asante News Online](#). Our systemwide newsletter is emailed to employees every Tuesday and articles are posted online daily. Both are produced by Asante Communications and Marketing.

### WHAT'S AN ASANTE NEWS STORY?

- People news: Did your co-worker do something amazing for a patient? Did your work team develop a new process that improved care or efficiency?
- Announcements of upcoming Asante events. (To promote your event download and submit this [form](#).)
- Policy changes affecting employees.
- New projects or practices that would interest employees.
- Health and wellness education to keep ourselves healthy.
- First-person essays related to working at Asante or health care in general.

### WHAT'S NOT AN ASANTE NEWS STORY

- Events unrelated to Asante.
- A single photo with no article.
- Personal fundraising appeals, including non-Asante-sponsored charity events or GoFundMe pages.
- Topics with too narrow of an interest for most employees.
- Individual professional accomplishments, such as a new certification or academic degree.
- A co-worker's retirement (some exceptions apply).
- A co-worker's death unless the facility is honoring that person with a permanent tribute such as a room dedication or art installation.

**COPY DEADLINE:** Material is due the Wednesday before publication, but earlier is better to ensure placement.

**LENGTH:** Generally, 250 to 400 words.

SEND SUBMISSIONS TO:

[asantenews@asante.org](mailto:asantenews@asante.org)



**For clarity, items must contain:**

**What** is your message (a policy change; a new leader, program or project, etc.)?

**Why** do we need to know?

**How** will it work?

**Who** is involved and **who** is affected?

**When** and **where** is it happening?

**ATTRIBUTION:** Include your first and last name, applicable certifications, job title and the entity in which you work on the top of the page. If you'd like a byline (we encourage this!) attach a photo of yourself.

**FORMAT:**

- Submit copy as a Microsoft Word or PowerPoint attachment.
- **Do not embed articles in email messages or submit an email thread in lieu of an article.**
- Except for bulleted lists, omit other formatting such as boxes, colors, fonts, etc. Formatting is stripped when converting to HTML.
- Use single spaces between sentences (“...he said. The project ...” not “...he said. The project ...”).

**FILE NAME:** Give your document a name that is specific to your story. For example: *medication safety.docx*, not *Asante News article.docx*.

**IMAGES, CHARTS AND ATTACHMENTS:**

- Attach pictures as jpgs. Do not embed in document or email, since both compress the images to too low a resolution.
- Identify people in group shots, from left to right. More photography tips on Page 3.
- Original charts can be embedded in the Word document, but they must be editable (no jpgs).
- If you want to reference another document, attach the pdf and we will load it onto our web platform and hyperlink it in your text.

**ACCURACY:** The submitter is responsible for ensuring the content is accurate and vetted by the appropriate supervisor or team members.

**EDITING:**

- All submissions will be edited for length, clarity and [Asante/AP](#) style, which covers the use of credentials, job titles (they are not capitalized) and so on. **The rules of this guide are non-negotiable.**
- The editorial team will send the edited article to the submitter for final approval before publication.
- Submissions may be bumped to a future date; publication is not guaranteed.

**CAUTIONS:** Protect patient privacy and comply with copyright law – no copying text or images from Google without attribution and quotations.

**WRITING AND PHOTOGRAPHY TIPS ON PAGE 3.**

# WRITING AND PHOTOGRAPHY TIPS

## WRITING:

- Always include who, what, when, where, why and how, as shown in the box on Page 1.
- When appropriate, use natural language and active voice (“*We launched the project,*” not “*The project was launched*”).
- Spell out all acronyms on first reference, even if you think people are familiar with them.
- Use full phone numbers, not five-number extensions.
- Check the spelling of people’s names, departments, products, etc.

## PHOTOGRAPHY:

- Place your subjects facing the light or to the side of a light source; never in front of one to prevent underexposure.
- For portraits, stand off-center so the subject turns slightly toward the camera. This prevents the dreaded DNV mugshot.
- Avoid taking pictures in conference rooms, which cast a yellow light. Instead find a window and use that ambient light.
- For large group shots, cluster subjects in tiers instead of one long row.
- **Pay attention to what’s in the background.** This includes shadows caused by the subject standing too close to a wall.
- Not all photos need to be posed; candid and natural photos are even better!



**QUESTIONS?** Contact editor Shirleen Holt, senior internal communications specialist, at [shirleen.holt@asante.org](mailto:shirleen.holt@asante.org) or on MS Teams.