



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, which reserves the right to decide placement and publication date of all submissions.

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 Asante's culture, program or initiatives.

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 (i.e., you want to acknowledge your team for their work).
- 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



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 the text in the body of an email message 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 converted 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 original pictures as jpgs. **Do not embed in document or email**, or grab photos from a social media page, since all compress images to too low a resolution.
- Identify people in group shots, from left to right. More photography tips below.
- 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.

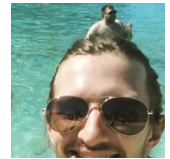
WRITING AND PHOTOGRAPHY TIPS

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 DMV 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 or on MS Teams.

FAQs:

How are Asante News stories decided? Communications and Marketing determines which stories will appear in the newsletter based on Asante's system priorities and initiatives. Because employee engagement is a key priority, articles of the broadest interest or importance to employees will be featured most prominently. A team of nurse leaders decides what stories will appear in the STAT section.

Can I reward and recognize my staff with an article? The newsletter does publish stories about teams if they've done something extraordinary that would be of interest to a broad audience. If the goal is to build team morale, a VIA honor or a staff celebration might be more appropriate.

Can Asante News write an article if I ask for it? We help with writing all the time! Because the newsletter does not have a team of reporters to conduct interviews, however, we do need you to supply the basic information outlined above. Not all story requests will result in an article.

How can I get my news item to be the top story? Placement within the newsletter depends on a lot of factors, so the newsletter editor makes that determination.

If I send in a story, can I make sure it appears exactly as it was written? That's unlikely. We're pretty sure even Shakespeare had editors, so everything that appears in the newsletter is reviewed for readability, clarity and consistency with Asante's style guide.

Why doesn't Asante News write about employees who have passed? This is always a painful decision because every employee who passes deserves to be recognized. In truth, the newsletter is unable to publish obituaries for every departed employee, and it would be unfair to highlight some and not others. However, the newsletter will publish stories about memorial installations on our campuses, such as a bench or plaque that honors that employee.

What if a longtime employee is retiring? The same reasoning applies. The exception may be an executive or leader who had a great influence on Asante.