

PURPOSE

The purpose of *Valley Health Magazine* is to provide the Central Valley with an ethical and journalistic source by which to receive information on current local health issues that impact its readers, and to cover the growth and stories of the Valley health care industry. The following information should be used as a guideline when considering content and tone of editorial to be submitted to *Valley Health Magazine*.

If either a doctor or an in-house production team by a health organization's media/marketing/PR department wishes to provide editorial to *Valley Health Magazine*, the editorial may only be written for the strict purpose of providing information on the condition they treat, and may not contain any instance of self-promotion. If *Valley Health Magazine* decides to provide resources, any addition will be at the discretion of *Valley Health Magazine*.

Valley Health Magazine is dedicated to the promotion of "patient first" language out of consideration for individuals with various medical conditions.

QUESTIONS TO CONSIDER

- What is the definition of the condition?
- What are some of the causes of the condition?
- What are some local/nation-wide statistics of the condition?
- What are the risk factors?
- What are the symptoms of the condition? Give examples.
- How can the condition be prevented or improved?
- What are some signs that indicate it is time to seek treatment?
- What are the current treatments available? What is the latest?
- What does a forecast of future treatments look like?
- How do the Valley's facilities compare to those found in major cities?

FORMATTING GUIDELINES

Please use these guidelines when writing an editorial article.

- In all caps at top left of copy, please include headline, sub-headline (if applicable), and byline.
Example:
HEADLINE: Prepare to Tailgate
SUB-HEAD: A Bulldog Guide to Eating on Gameday
BYLINE: John Cooper
- Please send Microsoft Word documents only. Do not copy/paste to body of an email.
- Please send in your final copy. Multiple submissions due to corrections must be avoided.
- Please send in a short bio of yourself, and include a high resolution digital photo if you wish to be added as a contributor.

RULES & REGULATIONS

- **Valley Health Magazine reserves the right to final editorial control for the purpose of content space requirements and clarity of all submissions.** A freelance writer, not affiliated with any facility in the story, may write editorial on a specific facility, doctor, or medical event, and should include quotes from doctors or others from more than one affiliated source.
- A facility may not write about that particular facility.
- A doctor may not write about him or herself.
- If a physician or facility wishes to be highlighted, they may submit an editorial request where at the appropriate time, a freelance writer may be assigned to the story.
- No ad will be sold for the purpose of securing an editorial submission.
- No editorial will be written because a particular ad was sold. Advertorials are set up to be a self promoting source for editorial content to be submitted and may be purchased as ad space.
- Non profit agencies may write editorial for submission and thereby promote themselves.