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## Source of Articles

### Articles from customers:

Your HEALTH is designed to have articles about current health topics written by local health professionals. In this way, the public can read about a problem they have and know where to go and who to see for a solution. We encourage professionals to write articles because 1) It helps them get patients they can help, and 2) The public will be able to find someone to help them.

The articles received from professionals must be objective and of general interest. The company's article submission guidelines are developed to offer the author a guide to generate the best material possible.

When an article comes into the office, it is compared with the guidelines to be sure it is acceptable for publishing.

In some case, the author talks about himself/herself in a way to promote their own point of view, qualifications, experience, etc. Although this may seem like a way the author can get a favorable reaction from the public, it most likely will have the opposite effect. The public is not going to respect or respond favorably to a self-promoting article.

On the other hand, if the article focuses on the patient's problem, offering strong information to help the patient understand the problem, then that professional will be sought out for services. In this way, the patient gets what he/she needs, and the professional gains a patient to help.

### Assisting Customers With Article Submissions

In the interest of our mission and getting the best information out to our readers, we can provide valuable assistance to our health professional customers with their articles.

- Many times the office of a health professional will be enormous amounts of printed materials from which an article can be devised. Most of this information is so general that it is not copy-write-able. A brochure design can be copywrited but the information it contains generally cannot be. So, in many cases we can extract information from a brochure or other printed material the doctor may have and massage into a good article.

- Doctors who are members of associations usually have information from those colleges, universities, board, etc, which they can use to create an article. Usually, because of their membership status with those organizations, they have a right to use the information.

- Many foreign (and American) doctors are not good writers. They know the facts, but the way they present them is too technical or cryptic for the public. In these cases, we suggest to the doctor to just have someone type it out, and not to worry about how it sounds or looks; we will edit the material and send it back to them for approval.

It is not surprising that a doctors lack of comfort with writing an article may be a major obstacle to them participating in Your Health Magazine. Since we are experts at editing articles, we can , and should, make them feel comfortable with the help and assistance we can provide.

## **Press releases:**

Press releases are generated by companies and individuals that feel something newsworthy is happening and they want to make the media aware of it. For example, a new health facility is planned but the public is unaware of the planning. By sending a press release to the media, the media can then pass the information on to the public.

Press releases should be written in a form that a newspaper can reprint without rewriting the entire story. However, many people writing press releases don't know this and submit items which are self promoting and fall outside of the guidelines. Keep in mind that press releases are generated to inform the press, not necessary to be used as articles.

In order for a press release to be printed as an article the following must be done:

- 1) The material must be written from a third person point of view.
- 2) It must be informational and not self promoting, and,
- 3) The headline must be rewritten to be of interest to the general public.

In most cases it is easy to edit a press release so it can be used as an article. Since press releases are informational in nature, they may be edited without the authors consent, or guidance as long as the facts are reported accurately.

In cases where press releases are received and promote one point of view, it is always advisable to get the other points of view so the information is as factual as possible.

## **Internally written articles**

The editorial department may generate articles from time to time about current health topics. These articles must follow the same guidelines as other articles.

## **Article Topic Suggestions**

The editorial department may require, at times, the sales or customer service department to seek out professionals of a certain specialty or training to gain articles about breaking or important health topics. In this way the publication can run feature stories and special editions that focus on a particular topic or area.

## **Articles from the Internet**

It is relatively easy to find a huge amount of information on the internet that can be reformatted and reprinted. The areas where this is available include web sites of major health related associations, i.e. Cancer Society, NIH, US Public Health Service, FDA, Heart Association, news groups, etc.

In addition to articles, comics, crossword puzzles, graphics and other materials can be directly acquired from the internet.

## **News Services/Syndicates**

Many services exist which will provide high quality article material at a reasonable cost. These services usually provide materials only to subscribers to their service. The cost can run from a few dollars a month to several thousand. Examples of services/syndicates are Associated Press, Reuters, Knight-Ridder etc. There are literally thousands of services that will provide editorial matter for newspapers.

Article material acquired this way can help generate sales by gaining sponsors for the articles/section. For example: YOUR HEALTH could decide to run several articles about seniors. These articles could be purchased from a news service. Then the sales/customer service staff could solicit advertising from senior related businesses to be part of the section. The advertisers could thus be “sponsors” for the articles.

### **Drug Companies**

YOUR HEALTH provides the opportunity for drug companies to sponsor articles produced by area professionals. The drug company pays a flat fee for a half or full page, and the professional writes the article.

### **Articles from other editions of YOUR HEALTH**

Your HEALTH never has a shortage of article material for publication, because YOUR HEALTH has many authors in each area of distribution. Each edition includes 15 - 20 articles. With four different editions, the total number of articles in a given month could be as high as 60 - 80. Articles from other editions can be published if need be. It is also advisable to reprint articles that have generated significant interest from the public.