Guidelines for MedCity Influencers Program

Editorial Guidelines About Content and What is Not Permissible

- If you need to email Arundhati Parmar, editor of MedCity News, <mark>(aparmar@medcitynews.com) so she can review a draft or approve a contributed pitch, please only use this in the subject line: **Byline not pitch.** Don't add anything else to the subject line – otherwise, it will get lost in her inbox.</mark>
- **We run every submitted post through AI detection engines which give us a score of how likely it is that a piece is AI-written.** So, if the author uses AI to write the piece or the public relations profession or anyone else uses AI to proofread and make grammatical corrections, it will be detected by the AI engines we use. **And we will not publish.**
- With very few exceptions, we don't give deadlines. So, don't ask about deadlines unless they are tied to a specific news event, in which case, send the post as soon as possible and alert the person managing the influencers@medcitynews.com email that they should be published ASAP. Otherwise, send it when you are ready. Please also don't send updates saying the piece will be ready in a week or two – they simply serve to clog up inboxes. Just send it when you have everything.
- Don't use this column to directly promote your company, products, or people. Don't send case studies. **There should be no internal links in stories**.
- Please don't interview customers and then include their quotes in the article.
- Don't name your customers, clients, partners. **Don't link to internal whitepapers or internal surveys** and say these are the strategies learned from this report. Even if you are pointing to a report or an element within a report that is important, link to news stories (preferably MedCity News' stories where available) about that report. All internal links, with rare exceptions, will be deleted.
- Please use links to news stories – **it makes the content dynamic**
- If the piece violates the above rules guarding against self-promotion, we won't run the column.
- Remember, if you prefer the freedom to name your company's products or promote, **a sponsored post is more appropriate**.
- You can use this column to share insights with our readers, lessons learned from building your business, upcoming legislation, regulation, trends in your field -- for better or worse. You can talk about these and other topics of interest to our readership.
- Average length of these columns is 600-1,200 words. But please write only as much as you feel the subject deserves, using specific examples.
- Please **do not use footnotes** but insert links into the copy as you write.
- Single space is customary not double after a period.
- **Covid-19** is just that – it's not capitalized.
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To read examples follow this link: https://medcitynews.com/category/medcity-influencers/

If posting an article published on MedCity News elsewhere, we prefer authors to summarize or include the first few paragraphs and then link back to our website and

reference us as the source. If you wish to use as a reprint, please contact us for information.

What We Need to Process a Byline – Please follow exactly as described. Otherwise, we will not accept:

1.   **Author's Bio** – No more than 150 words. Please don't create a separate Word document but insert it beneath the contributed article. Please provide a link to the author's LinkedIn profile.
2.   **Photo** – Headshot in square format. **Make sure pics are less than 5MB – otherwise, they cannot be uploaded to our site**. They can be sent as jpegs or png files. If there is a double byline, have photos side by side but add white space above and below to make the image square. If there are 3 bylines, put two pictures at the top and one below. Similarly, add white space to make the combined image square. Please **do not embed pictures in a Word document.**
3.   **Email** – **We either want the author's email or a generic company email**. **We will not process bylines without an email.** Please don't send PR emails because many communications professionals represent multiple companies and individuals. We need unique emails for each new Influencer.
4.   **Signed MedCity Influencers Contract** – **This** c**an be e-signed but not typed in**. Or print, sign and scan. Our preference is for the author to sign. **Please save the signed contract as Influencers_AuthorLastNam**e. **Send as a pdf.**
5.   **The Article** – no more than 1,200 words (there can be exceptions). Can be sent as a word or Google Doc. Not pdf.
6. If you need a countersignature, please send through DocuSign or any other e-signature platform

When you have complied all the above, do the following:

Email influencers@medcitynews.com with all of the above in a single email. We get large number of submissions and so it is impossible to keep track if things are sent piecemeal. **Please send ONLY to the Influencers email address and DO NOT cc Arundhati. Repeat – do not send to Arundhati's email address.**

Subject Line should be **Byline not Pitch.**

OTHER IMPORTANT DETAILS
Initial Byline Idea pitch: When pitching a byline to Arundhati Parmar aparmar@medcitynews.com, please use 'Byline not Pitch" in subject line so she can easily find these emails. But as explained above, once approved final submissions need to go to influencers email.

If an author has previously signed an Influencers contract and written a byline that was published, only the byline is needed the next time the author wishes to write as with a link to the author's page on MedCity News – here's an example.

Do Not email Arundhati for updates unless three weeks have passed.