

**GUIDELINES FOR SUBMITTING ARTICLES AND PHOTOGRAPHS**  
**In the know @ PHO**

In the know @ PHO is Public Health Ontario’s monthly employee newsletter for keeping PHO staff up to date on news and events happening across the organization, sharing stories about our work, and celebrating our achievements. If you have a story idea and/or photograph that you would like to see featured in the newsletter, you can do this in one of the following ways:

Submit a story idea	Submit an article
<p><b>Deadline</b> Please contact Communications a minimum of 3 weeks prior to publication date.</p> <p><b>Contact</b> <a href="mailto:communications@oahpp.ca">communications@oahpp.ca</a></p> <p><b>Content</b> Before contacting Communications with your story idea, please be prepared to answer the following questions (your story should reflect at least one):</p> <ul style="list-style-type: none"> <li>• Is it helping PHO to fulfil its mandate?</li> <li>• Is it addressing a strategic priority?</li> <li>• Does it reflect a PHO value?</li> <li>• Is it an innovative idea that is improving the way we do things at PHO?</li> <li>• How will it make a difference beyond the walls of PHO and for whom?</li> <li>• Does it celebrate the achievement of an individual or team?</li> <li>• Is it an example of cross-functional collaboration in action?</li> </ul> <p>Communications may assist with arranging the appropriate interview(s) to write the story, dependent on time constraints.</p>	<p><b>Deadline</b> Please refer to the <a href="#">In the know @ PHO production schedule</a> for submission deadlines.</p> <p><b>Contact</b> <a href="mailto:communications@oahpp.ca">communications@oahpp.ca</a></p> <p><b>Content</b> Your article should:</p> <ol style="list-style-type: none"> <li>1) introduce the work, project or activity with the understanding that others at PHO may not be at all familiar with it</li> <li>2) acknowledge the key internal people and external partners who are leading or supporting the work</li> <li>3) identify the strategic priority it supports (if applicable)</li> <li>4) answer at least one of the following questions: <ul style="list-style-type: none"> <li>• Is it helping PHO to fulfil its mandate?</li> <li>• Does it reflect a PHO value?</li> <li>• Is it an innovative idea that is improving the way we do things at PHO?</li> <li>• How will it make a difference beyond the walls of PHO and for whom?</li> <li>• Does it celebrate the achievement of an individual or team?</li> <li>• Is it an example of cross-functional collaboration in action?</li> </ul> </li> </ol> <p>For more information, check out <a href="#">In the know @ PHO Storytelling Tips</a>.</p>

### Submit a story idea

### Submit an article

**Word Count:** Maximum 200 words

Please note that articles over the word count will be edited for brevity.

**Editorial guidelines**

Your content may be edited for length and style as per the PHO Style Guide. Please note that content will not be returned to you for final edits and approvals. Content submitted after the deadline will be included in the next issue if it remains timely and topical.

### Submit a photograph

Photographs submitted to In the know @ PHO for publication must be in JPEG format and a minimum of 300 dpi to ensure clarity. If your photograph includes images of people, please identify individuals, left to right, by full name, title, and organization. If your photograph is taken at an event, please identify name of event, date, and location. Please identify the first and last name of the photographer. For more photo tips, see the [In the know @ PHO Photo Tip Sheet](#).

### Submit a staff announcement

Staff announcements submitted to In the know @ PHO should be a maximum of 115 words, written in the following format and include the following information in the order indicated:

- Name
- Department/Position
- Key projects and responsibilities/Areas of focus
- Previous positions/work
- Education
- Related subject areas of interest
- Photo (refer to “Submit a photograph” section above)

Here is an example of how to write your bio so that it's the ideal length and style. (Bio provided courtesy of Dr. Frances Jamieson and Dr. Julianne Kus.)

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Dr. Julianne Kus joins the Toronto laboratory as a clinical microbiologist. Julianne will provide clinical oversight for the mycology and reference identification sections. From 2008 to 2010, she was a post-doctoral fellow at Ryerson University and a Clinical Microbiology Post-Doctoral Fellow in the Clinical Microbiology program at the University of Toronto. During her time in the Clinical Microbiology program, Julianne was involved in the validation of the MALDI-TOF for hospital clinical laboratories and has an interest in the application of this technology for the identification of bacterial and fungal organisms. In 2008, Julianne obtained her doctorate in molecular microbiology from the University of Toronto and is a Fellow of the Canadian College of Microbiologists (FCCM).

### Writing Tips

If you are submitting an article to In the know @ PHO, here are some writing tips to help you:

#### **Put most important information first**

Readers often won't read beyond the first paragraph of a story, so make sure you include your most important key messages in the opening paragraph (i.e., who, what, when, where, why, how).

#### **Use conversational style**

In the know @ PHO is read by a wide audience. Please write your story in a conversational tone so that it is user-friendly and easy to read by everyone in the organization.

#### **Use simple language**

Use plain language in your story as much as possible. If you must use scientific language, please provide a brief explanation of what it means. Not everyone reading the story has a scientific background, so make your story as clear as possible by sticking with lay terms.

#### **Include contact information**

Please include a contact name and number/email address or hyperlink to a URL where someone in the organization can go to get more information on the topic.

#### **PHO Style Guide**

For more writing tips, please refer to the [PHO Style Guide](#) on the [Communications area page](#) on GoTo.

### Copyright

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