

GUIDELINES AND DEADLINES

The focus of PfAM's *The Patient's Voice* is to provide factual information of interest to patients, concerned individuals and alternative care providers. We want to give readers food for thought, rather than telling them what to think. No matter how passionate you feel about your topic. Inflammatory language will not be accepted.

Structure

Begin your article with the most interesting sentence possible. Include a topic sentence in the first paragraph, and make sure there is a clear transition between the first sentence and the topic sentence. Use subtitles to divide your article into sub-topics. Make sure that every sub-topic is related to the topic sentence. Try to end on a positive note. Are there affirmative steps readers can take? Can you offer additional sources of information? If you used written sources, please give proper credit by a list of sources if not by footnotes.

Length

We prefer articles of 500 words or less unless we have agreed in advance to a longer word-limit for a specific article.

Clarity

Write as clearly as possible. We assume that most of our readers are busy people who prefer clear, terse writing, with subtitles for easier skimming.

The average sentence length should be under 20 words-per-sentence. We request permission to shorten or divide any sentence of over 30 words.

- Avoid redundancy: write what you have to say in as few words as possible.
- We prefer active verbs to the passive voice. (*Passive*: Dr. X was appointed by the ABC Board. *Active* The ABC Board appointed Dr. X.)
- Keep paragraphs reasonably short. Any paragraph of over 100 words is too long. We request permission to break up paragraphs which are too long or which include more than one sub-topic.

Deadlines for submission:

Fall issue November 1,

Winter issue January 30

Spring issue March 1

Summer issue June 1