

# MedicineTalk.org

## EDITORIAL GUIDELINES

These editorial guidelines are designed to help you understand what we accept for inclusion in our Contributing Author Article Database. Before you submit to our site, we would appreciate if you would please read this page.

To be qualified for publication, your article:

1. Must be original work. If you work for an author as an employee or contractor, please submit the article on their behalf and include his or her email address and name.
  - a. Please do not submit articles that are written by another author or that you do not have the exclusive rights to.
  - b. If you hire a ghost writer to write your articles, you must have an exclusive license that allows your name only to be associated with the articles produced for you.
2. Should include supporting research from credible sources. The mission of Medicine Talk, LLC is to publish holistic health information based on research. While contributing authors aren't considered "staff writers," it is important to maintain a standard of quality. For example, stating Vitamin D helps boost the immune system may be correct, but it is important to support that fact with research.
3. Must not be press releases, advertisements, sales letters, promotional copy, or self-promotion. Our directory focuses on raising the public's awareness of Naturopathic Medicine and educating the public on principles of health. High quality articles will go far to help market your business.
4. Must contain proper English, spelling, grammar, punctuation, capitalization and sentence structure. If English is your second language, we strongly suggest that you have it proofed by someone who speaks English as their native tongue before submitting your articles to us. For your convenience, here are some writing resources.
  - a. Zinsser, W. 1998. *On Writing Well*. New York: Harper Collins.

- b. Strunk Jr., W. 1918. *Elements of Style*. <http://www.bartleby.com/141>
  - c. *The Chicago Manual of Style: The Essential Guide for Writers, Editors, and Publishers*. 2003. Chicago: University of Chicago Press.
  - d. *The Perdue Online Writing Lab* <http://owl.english.purdue.edu> (Although targeted for students who attend Perdue, this Web site has many wonderful free writing resources.)
5. Articles should be formatted according to the Chicago Manual of Style (CMS). All citations included within the article should be formatted according to the CMS author/date format. For your convenience, here are a few key points of reference regarding CMS.
- a. **Margins.** Margins must be 1 inch on all sides.
  - b. **Fonts.** Your primary font should be regular Verdana, 12 point.
  - c. **Line Spacing.** The entire document must be double spaced, with no extra spaces between paragraphs.
  - d. **Word and Sentence Spacing.** There should be one space between words and after punctuation marks.
  - e. **Header:** Your last name and the page number separated by a hyphen (Camp-1), right aligned, in Verdana, 12 point font.
  - f. **Title:** Title page should include name of article, author's name followed by credentials (ND, DO, MD etc), followed by a brief category description (diet/nutrition, exercise, general health, mind/body), the date for the article, and finally the business contact information for the author including Web site and physical address.
  - g. **Citations.** The Chicago Manual of style has an author-date citation system which we require for all citations.
    - i. *The Chicago Manual of Style: The Essential Guide for Writers, Editors, and Publishers*. 2003. Chicago: University of Chicago Press.
    - ii. CMS section 16.8-16.18 provides general guidance regarding in-text citations and reference lists, 16.90-16.120 describes the author date system in detail.
    - iii. CMS section 17 provides specific guidance on virtually every possible type of source.

6. Must focus on a topic related to Naturopathic Medicine. Medicine Talk, LLC reserves the right to publish or not publish articles according to their own discretion. Largely, the decision whether to publish an article will depend on topic, content and quality of writing.
7. Must be written in laymen's terms. The Medicine Talk Contributing Authors Article Database is not the place to publish original research geared towards other doctors. However, it is the place to publish a layman's version of original research designed to educate the public.
8. Must be a minimum of 500 words and no more than 1,000 words. For this directory, an ideal article size is 500-750 words.
9. Should include a copyright at the bottom of your article.