Content Contributor – Writing Articles

ARDMS Publications

ARDMS publications are written to inform, educate, and share relevant information with ultrasound professionals around the world. Our publications can be found online at www.ARDMS.org

*Ultrasound SmartBrief* – twice-weekly industry e-newsletter covering the latest news in sonography, with nearly 40,000 subscribers in the ultrasound community

*Registry Reports* - ARDMS’ quarterly newsletter designed to keep Registrants up-to-date on ARDMS policies and activities

*Notes for Educators* – A quarterly publication that provides educators with information on all matters related to ARDMS certification, new program offerings, examinations offered, and changes in examination prerequisites

Content Guidelines

**Be Relevant**

Make sure your article is appropriate for ARDMS’ use. Please do not write reviews of your own practice, your friends’ or relatives’ businesses, your peers, or a networking group or product endorsement. Before writing an article for an ARDMS publication, read several issues to get a clear understanding of the topics and tone appropriate for each one.

**Be Professional and Fair**

If you are advocating or praising something, provide details to explain why you like it. If you are writing a negative piece, remember to remain fair and use language that is respectful.

**Maintain Others’ Privacy**

Obtain written permission to use people’s names, photos, or identifying information and include those agreements with your submission. When in doubt, please obtain permission. Ask us for a photo-release form.

**Submit Original Work**

We want the content to come from you, our volunteers! Please do not copy content from other sites or writers, and do not forward press releases to us. However, you may reference other sites
for credibility and to offer additional information or resources for our readers. If submitting an image, make sure to use non-copyrighted images found on sites such as Flickr, Wikimedia, and Google Images.

How Articles Are Chosen for Publication

The length of articles in our publications varies widely, from 300 – 2,000 words. Write your articles based on what you want to say and what you think the readers want to know. If you write a longer article, it might be broken into a series of shorter articles that are published over a period of time.

We appreciate everyone’s submissions, and we are sorry that we are not able to publish all of them. Decisions are based on fit and style for our audience, channel, layout, and timeliness. Please refer to our Editorial Calendar for direction on what we’re looking for.

Whenever feasible, we will provide you with feedback about why your article was not chosen.

Writing Tips

- Stay conversational.
- Write about things that matter to you.
- Write about what interests your peers.
- Inform, inspire, and interact.
- Act and write like a journalist – tell a story!
- Keep it simple, short, and to the point.
- Arrange information into small, readable chunks.
- Add quotes that show opinion, observation, or impact.
- Use active, concrete, visual language.
- Share visual images and credit the original source.

Editing Tips

- Make sure ideas are presented, clearly, concisely, and logically.
• Look for transitions that guide the reader from beginning to middle to end.

• Check all factual information for accuracy and cite sources when appropriate.

• Evaluate the tone in terms of appropriateness for targeted audience (e.g., Registrants, Students, Educators, Volunteers, Applicants, the general public).

Proofreading Tips

• Some people find it helpful to read the piece out loud – or to have someone else read it out loud – so errors in wording can be more easily detected.

• Check spelling.

• Check grammar, punctuation, and use of language.

• Check reference citations.

• Check for consistent style and formatting.

Submitting an Article

• Save your article in a Microsoft Word document on your computer.

• Attach the submission to an email.

• Submit your item to ContentContributor@ARDMS.org with subject line: Content Contributor – Article.

• You will receive a “Thank you” e-mail confirming your submission and next steps.

Review Process

Within a week of submitting your article, you will receive an e-mail from us letting you know what the next steps will be – in ARDMS review or revision, publishing online, or “please try again.” After six months, if your article has not been published by us, you are welcome to offer it to another organization.

As with all submissions, we reserve the right to revise or reject the piece based on our current needs and guidelines. If your article is published, we will send you a link to it so you can share it with your colleagues, friends, and family!