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800-994-WOMAN (9662)

888-220-5446 (TDD)

The National Women's Health Information Center

A project of the U.S. Department of Health and Human Services, Office on Women's Health



NWHIC Guest Editor Program

Free Publicity For You, Your Publication or Your Cause

How does it work?

Once a month, NWHIC offers a free publicity opportunity to selected health writers and editors. Through our Guest Editor Program, we use articles written on a variety of health topics and post them on the NWHIC Home Page (www.4woman.gov) as well as in our monthly newsletter, "Healthy Women Today", which is distributed to over 15,000 people.

Past writers have come from publications such as Women's Day, Redbook, and Ladies Home Journal. Writers from organizations like The National Stroke Association, The Whitman Walker Clinic, and The National Osteoporosis Foundation have been contributing editors.

In addition to the article, we feature a photo of our Guest Editor in our e-newsletter and a link to the article directly on our website. As Guest Editor, you will introduce the story with a behind-the-scenes paragraph such as why the topic was selected for the story, an anecdotal story regarding something that happened during the research or writing of the story, or your general opinions on the subject matter. This introduction helps our readers relate to health issues on a more personal level while allowing the Guest Editor to express themselves as well.

We have three available Guest Editor Sections:

General Guest Editor: An article written for the public about a women's health issue or an general health issue that women may be interested in learning about. Often written by journalists from lifestyle magazines, health information websites, health magazines or health related organizations.

Health Professionals Guest Editor: An article written for the health professionals community. It can be more scientific in scope and is often written by certified health professionals, researchers or representatives from health organizations.

Spanish Guest Editor: A health article written in Spanish for the general public.

There is a new Guest Editor every month; however, each month's articles are available on the website in an archive for up to a year.

Who reads these articles?

Currently, there are over 15,000 subscribers to our monthly newsletter and our home page gets over 990,000 hits per day. That equals FREE PUBLICITY for you as a writer, the publication(s) you write for, and for the topic or cause you write about! Your audience will be composed of both the general public searching for health information as well as researchers and health professionals interested in current health trends and information.

How do I participate?

Fill out **Guest Editor Submission Form**, which we've enclosed, and fax or mail it to us. Include the article you'd like us to use, or a detailed description of article topics. Please only submit articles that pertain to women's health related subjects. Your articles can be any length. Typically articles submitted are approximately 1500-2000 words. These can be previously published articles.

After you submit it to us, the article goes to the NWHIC editors for review. If your article is selected, we will ask you to submit your photo with one or two introduction paragraphs which either describe your work in women's health, describe a personal history with the topic you've written about, or generally describes the article.

How do you select which article is featured on what month?

It will generally be on a first-come, first-serve basis and articles must be related to a women's health issue. However, NWHIC editors might decide a certain story works better during a particular time of year, such as in conjunction with a national health observance or the launch of a new NWHIC web feature. NWHIC editors will likely avoid back-to-back stories on the same health topic.

Once we are notified of our selected month, what is our deadline for submitting the photo and "behind-the-scenes" paragraph?

We will need all materials four weeks before your scheduled on-line appearance. If we do not get the materials on time, you may be scheduled for a different month.

Should the materials be submitted in any special format?

We will need the selected story and any graphics or art on disk or submitted via e-mail. The Guest Editor's photo should be an original photo; not a scanned copy. NWHIC prefers color photos, but will take black and white. A list of file submission requirements can be found with the guest editor submission form.

Who should I call with questions?

Call NWHIC's Marketing and Outreach Director, Suzanne Albisu at (703) 560-6618 x 206 or email at Suzanne.Albisu@psgs.com.