



## Writing For *Heart Insight*: Frequently Asked Questions

### **Are all submissions published?**

*Heart Insight* has a limited number of pages and is produced quarterly, therefore it is impossible for us to publish all submissions.

### **How do I know if my submission is selected?**

You will be notified; however, the *Heart Insight* editorial team meets once every three months to select content for upcoming issues, therefore it could be quite some time before you hear from us. Please be patient, and we'll let you know as soon as we've made a decision.

### **Does *Heart Insight* pay for stories?**

Our goal is to keep *Heart Insight* free to subscribers and to reach as many heart patients and their families as we can; therefore, to keep our costs down, we do not offer payment for stories.

### **Can I submit my story to other publications?**

Absolutely. In the event your submission is selected for publication, you will be asked to sign a form that gives us permission to reprint the story in future ASA/AHA publications or on our Web site, but you retain the right to publish your story elsewhere so long as it is not an exact replication of the *Heart Insight* version.

### **Do you have writer's guidelines?**

Yes, writer's guidelines are available in PDF format for download.

### **Other questions?**

E-mail us at: [heartinsight@heart.org](mailto:heartinsight@heart.org); FAX: 214-706-5231; or call 1-800-USA1 with your questions and we'll be happy to get back to you.

### **Submitting your story**

#### **What to include:**

Your full name  
Mailing address  
Daytime phone  
E-mail address (when available)

Be sure to let us know which method is best for us to contact you.

## **Where to send:**

You may submit your story by e-mail, postal mail or fax. (We prefer to receive via e-mail when possible.)

[heartinsight@heart.org](mailto:heartinsight@heart.org)

### ***Heart Insight Magazine***

American Stroke Association  
7272 Greenville Ave  
Dallas, TX 75231

FAX: 214-706-5231

## **Writer's Guidelines for Heart Insight**

Thank you for your interest in *Heart Insight*.

We are responding to a diverse audience of heart patients, their families and caregivers and healthcare professionals. Our goal is to educate these audiences about managing cardiovascular conditions and reducing the risk of heart disease, from tips for daily living to new treatments and research, from legislative action to inspiring stories.

### ***Heart Insight Magazine Stories Are A Collaboration***

Most of our stories are collaboration between you, the author, and us, the magazine staff. This collaboration may involve phone interviews, faxes, e-mail, postal mail and overnight delivery. Because of the collaborative nature of this process, we need to be able to contact you. Please include all your contact information with your submission and let us know which method you prefer: phone, e-mail or regular mail.

### ***We Edit Everything We Publish***

Because of space, theme and readability considerations, we edit all stories. One page of copy equals about 500 words. We recommend keeping your submissions between 500 and 1500 words. For the Heartfelt department, submissions should be no longer than 600 words.

### ***Job #1: Tell Your Story***

That said take as many words as you need to tell your story, and we will edit it to fit the space we have for it. Before we go to print, we will send you a copy of your story (as modified) for your review before it is printed. At that time, you may approve or disapprove (but not re-edit) the story. Of course, you may change inaccuracies.

### ***Our Stories Either Inspire Or Educate***

The stories we use from readers are either inspirational or educational. In the inspiration category, heart patients and caregivers communicate how they have overcome a challenge, shifted their attitude or improved their health habits. Caregivers often share stories of how they found the strength

to move forward. In the educational category, we concentrate on practical tips and solutions. We also focus on attitude and the fact that emotional recovery continues even when physical recovery plateaus or is accomplished. We almost never publish stories that are only about the acute event, though brief explanations of that are often included in stories. The best way to understand our thinking is to look at a recent issue.

### **We Will Want Photographs**

If we select your story, we will want photographs. Please send several photographs so our designer may choose the one most appropriate to the layout. If your story involves an activity, we will want a picture of that. Pictures must be clear and undamaged. We need to receive your photographs as soon as possible after we request them. Remember, our magazine goes to thousands of people, so you will want to look your best. If possible, have a friend who is good with a camera come and take pictures of you rather than try to find a snapshot of yourself from the past. If you are using a digital camera, set it on the highest resolution setting.

### **Thanks For Helping Us Meet Our Deadlines**

Deadlines are important to *Heart Insight*. At the time we send you your story for approval, we will be on deadline. At that point in our process, the story has been sized and shaped for a particular spot and focus. You will only have time to read the story, call, e-mail or fax us with your changes — facts only — and approve or disapprove the story. We cannot accommodate re-writes at that stage. We will also send you a release form that you will need to sign. This form gives us permission to print your piece. It does not give us ownership in it, only the right to print it in the magazine and reprint it in other American Heart/American Stroke Association publications or on our website. You may still submit your story to other publications so long as it is not the exact rendition published in *Heart Insight*. Without a signed form, we cannot publish your story.

### **No Book Manuscripts, Please**

*Heart Insight* cannot review book manuscripts for potential articles to publish. If you would like us to consider publishing something from your manuscript, please submit an excerpt of 2,000 words or less for our staff to review and evaluate.

### **We Appreciate Your Contribution**

*Heart Insight* is a digital-only publication. After publication you will receive a heartfelt thanks from us via an email that will include a link to the digital edition of the issue you are published in. You are welcome to post links to your article or the entire issue via your social media channels and websites to share with others.

Information and resources listed in *Heart Insight Magazine* are for informational purposes only and do not constitute any endorsement or recommendation by the magazine. Please visit the American Heart Association Web site at [heartinsight.heart.org](http://heartinsight.heart.org) to see a copy of our magazine. E-mail submissions are encouraged. Send them to [heartinsight@heart.org](mailto:heartinsight@heart.org).

Once again, we appreciate your interest and support!