FRIDAY LETTER GUIDELINES

Latest News from Leading Schools
and Programs of Public Health

ASPPH ASSOCIATION OF
SCHOOLS & PROGRAMS
OF PUBLIC HEALTH

SUBMISSION GUIDELINES

ASPPH's public weekly newsletter, the **Friday Letter**, is a trusted source of academic public health information disseminated to the local and global academic and practice community at large that **opted in**. The newsletter contains newsworthy and timely information from ASPPH and their member schools and programs of public health and public health partner organizations that further our community's shared mission to improve the health of every person through education, research, practice, and policy. This publication aims for inclusiveness and clarity at all levels of content and creation. These guidelines are meant to help you determine was type of articles to submit.

GENERAL GUIDELINES

- Each member institution can submit **one article per Friday Letter category** – of which there are six for members - and all articles will appear on the **Friday Letter website**. However, **only one article can appear in the body of the email**. Please select the "Friday Letter Article" box on the **submission form** for the article you want to appear in the email copy.
- All submissions should include a valid and **publicly accessible** URL when possible (please keep in mind that content behind subscription sites may not be viewable by all).
- All submissions to the newsletter and blog site are due by **Tuesday at 5:00 PM ET**.
- Submissions that reference **member school or program rankings will not be accepted**.
- **Images must be submitted** with every article.
    - Only landscape images will be accepted.
    - If you do not have a specific image that corresponds with your article, submit an image of your institution or logo.
    - Please only upload photos you have permission to use on third-party sites. Any permission you have to only use photos on your school or program website will not transfer over to aspph.org legally.
- Article titles are limited to **50-60 characters**.
- School/Program **short name does not need to be submitted** before the article title because ASPPH code automatically populates the short name upon article submission.
- Each submission can be **tagged with an article topic**, listed below. By selecting the applicable article topics, the article will also appear on the topic's landing page on ASPPH.org. You can select more than one topic per article.
    - Climate Change and Health
    - Gun Violence Prevention
    - Diversity, Equity, Inclusion & Social Justice
    - Teaching and Learning
    - Workforce Development
- We will **no longer publish events in the Friday Letter**. However, you may submit your institution's events to the **events calendar** on our website.

SECTIONS

ASPPH News

Latest updates and announcements on ASPPH-led initiatives, opportunities, events, and advocacy efforts. This section is managed by ASPPH staff.

Members in the News

ASPPH Members in the News: submissions that feature a dean, faculty/staff member, student, or alumni quoted in a reputable third-party media outlet.

Examples of article submissions	Examples of articles that should NOT be submitted for this section
"School/Program Name: Professor Jane Doe Speaks to New York Times About Trends in COVID-19 Vaccine Distribution" "School/Program Name: Local Public Health Experts Weigh in On What Groups Are Most At-Risk" "School/Program Name: Faculty Quoted on National Public Radio (NPR) Regarding the Number of COVID Deaths"	🚫 Articles from news outlets that require a payment/subscription to access 🚫 Articles should not be from internal university communications (university newsletter/ newspaper, blog, podcast) that the public can't access

Member Research & Reports

Current innovative and groundbreaking research and reports conducted by schools and programs of public health.

Examples of article submissions	Examples of articles that should NOT be submitted for this section
"School/Program Name: Researchers Contribute to Surgeon General's Report on Social Determinants of Health"	🚫 Grant announcements (these announcements can be submitted under either "School & Program Updates" or "Faculty & Staff Honors")

ASPPH

"School/Program Name: Study Finds Exposure to Secondhand Smoke Increases Risk for High LDL Cholesterol Levels"	🚫 Textbook chapters
"School/Program Name: The Role of Stress in Breast Cancer Incidence - Risk Factors, Interventions, and Directions for the Future"	🚫 Research that does not include public health faculty and/or staff
"School/Program Name: New Anti-Obesity Medication Almost Twice as Effective as Most Currently Approved Weight-Loss Drugs"	

School & Program Updates

Recent news of innovations, partnerships, and other efforts led by a member school or program. Ideally, the news has a large impact and reverberates beyond the member institution itself. News should be tied to the member institution or its work directly. Submitted articles will feature news directly related to developments from member schools and programs of public health.

Examples of article submissions	Examples of articles that should NOT be submitted in this section
Grant announcements (if applicable to this section)	🚫 Hosting speakers or lectures
Establishing a new center or partnership of state, national, or international prominence	
Launching a new program or facet to the school or program of public health	🚫 Events or news that is only at the school- or program-level
School or Program taking a stance on public health issues (e.g., local health departments accreditation)	🚫 Featuring a delegation, unless it is specifically noted why it is of importance
"School/Program Name: Groundbreaking Gift Will Launch New Public Health Scholarship"	🚫 Faculty speaking engagements or panels
"School/Program Name: New Career Services Director Will Connect Students to Jobs, Practicums, Alumni, and Employers"	🚫 Coursework
"School/Program Name": Dean Joins City of Newark's COVID-19 Recovery Task Force	🚫 Student internships and fellowships

Faculty & Staff Honors

State, national, and international accolades/achievements/awards made by the faculty and staff of accredited member schools and programs of public health. Submitted articles should focus on the highest accolades and efforts by faculty and staff and must be relevant to our target audiences.

Examples of article submissions	Examples of articles that should NOT be submitted in this section
Grant announcements (if applicable to this section)	
Faculty being awarded or honored by a state, national, or international organization for their public health work	🚫 University-based awards or appointments, rankings
Appointments at the city, state, national, or international level (e.g., editor-in-chief of a journal, appointed to a national panel or body)	🚫 Announcements of new faculty or faculty changes
Speaking engagements or panels	🚫 Grant announcements related to individual or group faculty members.
"School/Program Name: Faculty Paper Makes Top 20 Most-Read Articles List"	🚫 Articles concerning the appointment of provosts, associate deans, deans
"School/Program Name: Faculty Member's Study Named in the Top 10 of the School's Studies of 2020"	🚫 "School/Program Name: Dean Appointed to Advisory Board"

Student & Alumni Achievements

Disseminate state, national, and international accolades/achievements made by students and alumni of schools and programs of public health to highlight the benefits of accredited education. Submissions should be tied to a newsworthy event or source. Submitted articles should focus on updates from member students/alumni and be relevant to our target audiences.

ASPPH

Examples of article submissions	Examples of articles that should NOT be submitted in this section
Students/alumni being awarded or honored by a state, national, or international organization for their public health work	🚫 University-based rankings
High-profile appointments at the city, state, national, or international level (e.g., editor-in-chief of a journal, appointed to a national panel or body).	🚫 Speaking engagements or panels
Stories about student/alumni's unique or prominent work in the public health field.	🚫 Stories mainly related to coursework
"School/Program Name: Alumna Receives Award for Work on Mental Health in Children's Populations"	🚫 Student opinion publications
"School/Program Name: Study Led by Public Health Student Provides Analysis of Key Demographic Information in Clinical Trials"	🚫 "School/Program Name: Epidemiology Student Writes Opinion Piece on School Sports During the COVID-19 Pandemic"
"School/Program Name: Alumni Research Shows Lack of Health Services and Transportation Impede Access to Vaccine in Communities of Color"	

Global Action

Recent news of global innovations, strategic initiatives, and other unique global efforts led by a member school or program leadership, faculty, staff, and students. News should be tied to the member institution, or its work directly. Submitted articles should feature news directly related to developments from member schools and programs of public health.

Examples of appropriate articles
"School/Program Name: Launches Global Grants Program"
"School/Program Name: Partners with WHO to Launch Campaign"
"School/Program Name: Opens Satellite Campus in [Country Name]"

Partner News

This section highlights news from ASPPH partner organizations. Information regarding partners' initiatives, funding opportunities, internships, and other updates of interest to the public health community and ASPPH members are included in this section. Partner events should be submitted to the events calendar.

Examples of appropriate articles

"Partner Name: Virtual 2021 IPEC Interprofessional Leadership Development Program: Super Early Bird Registration"

"Partner Name: Integrative Learning in US Undergraduate Public Health Education – Effective High-Impact Practices, Volume II"

"Partner Name: Smoking-Free Policies and Smoking Behaviors Among Historically Black Colleges and Universities Students in the United States"

"Partner Name: Presents the CSTE Applied Epidemiology Fellowship Program in September"

"Partner Name: 2023 National Profile of Local Health Departments"

CONTACT INFORMATION

externalrelations@aspph.org