

# The Pursuit Content Guidelines

## Michigan Public Health

Updated March 2024

### Length

- 300-700 words
- Photo captions can be up to 150 words.

### Tone

- Posts should be conversational and friendly, but professional and informative.
- First person is acceptable, but not required.

### Topics

The Pursuit accepts informative and op/ed-style articles on a wide range of public health topics.

In general articles should:

- Be directly related to public health
- Cover a topic of broad interest among potential readers, including SPH community members and the general public

### Readability

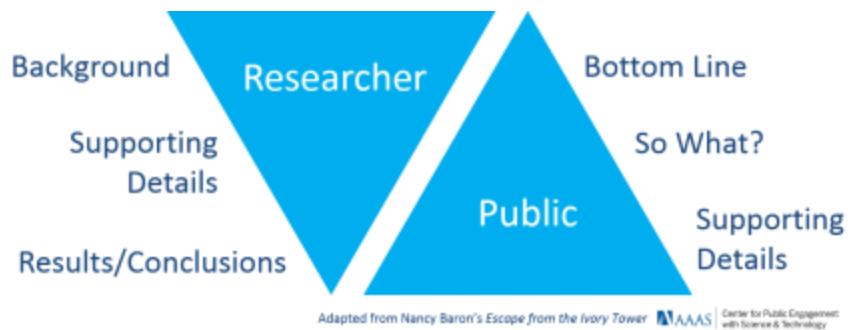
Aim for about a 10th grade reading level or lower. Microsoft Word lets you measure the reading grade level of your document ([instructions](#)). A few tips to keeping your reading level low:

- Keep sentences short. Break long, compound sentences into two sentences.
- Limit paragraphs to 3-4 sentences or less. Tackle one thought per paragraph.
- Consider bulleted lists and/or subheads to break up large chunks of text.
- Avoid jargon and overly scientific language.
- When possible, use active voice instead of passive voice. (*Active*: A diet high in salt increases blood pressure. *Passive*: Blood pressure is increased by a diet high in salt.)

### Audience

Our primary audiences include alumni, current and prospective students, and the general public. With that in mind, we write for a general audience. We should not assume our readers are public health experts.

The graphic below summarizes the key structural difference between writing for a research/academic audience and writing for a public audience. Pursuit articles should be structured for a public audience, beginning with the Bottom Line (key takeaway), followed by the So What? (why does it matter?), and then supporting details.



The AAAS offers a [robust resource](#) to help scientists and researchers write for and communicate with a public audience.

### Outside Sources

- Pursuit submission must cite reputable sources when referencing research, words, ideas, data or other information that is not original to the author.
- Reputable sources include scholarly articles, books, major news outlets, government websites (CDC.gov, etc.), and relevant national or international organizations (American Heart Association, etc.)
- We prefer you link to sources rather than using footnote citations.
- Authors do not need to cite sources for statements that are considered common knowledge, original ideas, or personal narratives

### Fact Checking

We strive for factual, scientific accuracy in all our posts. Writers are responsible for fact-checking their posts before submitting. If an inaccuracy is identified after something is posted, we will update the post and post a footnote about the revision, if needed.

### Editing

As publishers of The Pursuit, we reserve the right to alter/edit/remove submissions for clarity, quality, ethical concerns, etc. We continually strive for a high level of professionalism and accuracy in accordance with our tone, legal, and branding guidelines.

### Bio

Please include a short bio that includes your name, title, affiliation with Michigan Public Health, and an interesting fact about you (optional but encouraged). Please also include a high-res headshot.