

# ACAnews

The Official Publication of the American Chiropractic Association

ACA [www.acatoday.org](http://www.acatoday.org)

## Submission/Writers' Guidelines

### ACA NEWS: MISSION

*ACA News* is the official magazine of the American Chiropractic Association (ACA), distributed monthly to 35,000 doctors of chiropractic throughout the United States, including all ACA members. Its mission is to inform and educate doctors of chiropractic about developments affecting their practices, their profession and their role as leaders in national health care issues.

The magazine also aims to frame the profession's national agenda with respect to chiropractic and related healthcare issues while promoting professionalism and high ethical standards. It strives to help doctors build thriving practices while also building a sense of community within the profession. In addition, *ACA News* promotes the value of ACA membership along with member-exclusive benefits and opportunities.

### EDITORIAL SUBMISSIONS

Before submitting an article or story idea to *ACA News*, please familiarize yourself with the magazine and its departments. Read a variety of articles in the magazine or at [www.acatoday.org/ACANews](http://www.acatoday.org/ACANews) so you can tailor your piece to match our content and style.

Do not submit academic-style research papers. Such papers are not appropriate for *ACA News*. They might, however, be considered for publication in ACA's online journal, *JACA*. Please send submissions to *JACA* editor Carol Kline at [ckline@acatoday.org](mailto:ckline@acatoday.org).

At *ACA News*, we prefer articles written in a journalistic style, rather than an academic style. We look for articles that address topics descriptively and provocatively, and that tap into the expertise, intellect and experience of the authors. We do not accept articles that are purely promotional in intent or that discuss only a specific product or service. Articles should offer information that advances readers' understanding of relevant professional issues or helps them to make better choices regarding their practices and their careers.

Editorial decisions will be made within four weeks of submission. All articles accepted for publication are edited to suit *ACA News* format and style.

Please see the [editorial calendar](#) for planned content and deadlines.

**NOTE:** Unless special circumstances dictate otherwise, *ACA News* does not reprint materials that have been previously published in—or submitted for publication to—other chiropractic publications.

### Editorial Advisory Board Oversight

Each submission is read and evaluated by *ACA News* editorial staff and then reviewed by members of the *ACA News* editorial advisory board. Articles are chosen for publication based on their originality, quality, clarity, persuasiveness, immediate relevance to our readers, and suitability to our editorial calendar.

### Length of Submissions

*ACA News*' primary feature articles range from 1,000 to 2,000 words. Department features and columns run about 700 words. Items for the "Your Advocate" section in the front of the magazine run anywhere up to 500 words. For questions about how long a specific submission should be, e-mail *ACA News* editor Nataliya Schetchikova at [Nataliyas@acatoday.org](mailto:Nataliyas@acatoday.org).

## Payment

Unless otherwise agreed upon in writing, *ACA News* does not pay authors. Authors may, however, request additional copies of the magazine in which their article appears.

## Press Releases

*ACA News* accepts press releases and other information to be considered for publication. The use of these items is subject to space constraints and editorial discretion. Send press releases to [ACANews@acatoday.org](mailto:ACANews@acatoday.org).



## TOPICS OF INTEREST

*ACA News* is always looking for articles that educate, enlighten and/or entertain our readers. We are open to new ideas, but also welcome new information or approaches to certain topics that continue to be of interest to our readers. These include:

- The **latest national legislative and regulatory issues** affecting the chiropractic profession; news on **insurance and health plan policies and practices** that impact chiropractors; highlights of recent **chiropractic coverage in the media**.
- **Practice management topics** such as staff management, financial management, equipment and technology, advertising and marketing, public relations, networking, community outreach, patient management, documentation, coding, billing and collections, best practices, outcomes assessment, professional ethics, integration and more.
- Updates on **chiropractic-related research** as well as **health and wellness topics** such as nutrition, obesity, exercise, rehabilitation, stress relief and management, ergonomics, anti-aging strategies, and the “green” movement.
- **Profiles of ACA members** who give back to the profession through some type of service, practice in a unique manner, or who bring a new perspective to what it means to be a doctor of chiropractic. (Send suggestions for member profiles to [ACANews@acatoday.org](mailto:ACANews@acatoday.org).)

## Letters to the Editor

We value every letter we receive, even though space constraints prevent us from printing every one. We also reserve the right to edit letters for length and clarity. Direct letters to [ACANews@acatoday.org](mailto:ACANews@acatoday.org), or ACA News Editor, 1701 Clarendon Blvd., Arlington, VA 22209.

## HOW TO CONTACT ACA NEWS

### Queries/Story Ideas

If you are interested in submitting an article idea for consideration, please e-mail *ACA News* editor Nataliya Schetchikova at [Nataliyas@acatoday.org](mailto:Nataliyas@acatoday.org) and include a two- to three-paragraph summary of the proposed story, or call (703) 276-8800, ext. 232.

### Article Submissions

Authors should submit finished articles for consideration via e-mail as MS Word attachments to *ACA News* editor Nataliya Schetchikova at [Nataliyas@acatoday.org](mailto:Nataliyas@acatoday.org). If you wish to mail an electronic version of an article on CD, please send to the address below. Note: *ACA News* assumes no responsibility for unsolicited manuscripts or photos.

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