

Canadian Paramedicine Administrative Guide

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Canadian Paramedicine Style Guide

GENERAL INFORMATION

Canadian Paramedicine provides emerging news, trends, research, politics and association information affecting Paramedicine in Canada and around the world. Canadian Paramedicine provides a platform for the exchange of ideas and innovative programs. Issues are published both in hard copy magazine format and electronically for digital subscribers. Canadian Paramedicine publishes 6 issues annually in addition to targeted supplemental issues. Issues are traditionally 52-56 pages in length. Canadian Paramedicine is also a trusted source for up to the minute information and emerging news on multiple social media platforms. The following information has been compiled to assist the writer prepare a submission.

READERSHIP

Canadian Paramedicine magazine is distributed to more than 5,000 subscribers in both hard copy and digital formats to paramedics, emergency medical dispatchers, educators, researchers, administrators, as well as political representatives across all levels of government in Canada and internationally.

FOCUS

Canadian Paramedicine is focused upon sharing the stories of paramedics and paramedic services that provide information and insights useful to others within the industry. Appropriate topics include: new research, program review, experiential learning and viewpoints on important issues facing paramedicine in Canada and internationally. Canadian Paramedicine is committed to supporting the development of best practices across the country and provides a platform for the creation of consistency in language and approach within the profession.

MATTERS OF STYLE

The Canadian Paramedicine Writer's Style Guide has been developed to facilitate consistency and clarity in the development of content material for submission to the editorial board. Similar to most Canadian publications, this guide follows the style of Canadian Press (CP). Specific details on the Canadian Press style are outlined in the Canadian Press Stylebook and the Canadian Press Caps and Spelling. The Canadian Oxford Dictionary (<http://www.oxforddictionaries.com>) is also a valuable reference. This guide is meant to serve as a supplement to these references. It also outlines deviations from Canadian Press style that are particular to Canadian Paramedicine magazine.

APPROACHES

Submissions are not to exceed 1500 words, plus citations and a 50 word biography.

Tight space means it's important to get to the point quickly, and to stick to the dominant message.

Active verbs are more interesting than passive.

Strong verbs and nouns make the best use of space.

Short anecdotes or examples help explain, add drama, humour or human interest.

Details help to animate your story.

FORMATTING

Formatting techniques can make your article easier to follow (subheads, charts, and bulleted lists).

Abbreviations and Acronyms

1. Do not assume that abbreviations and acronyms are universal. Remember that Canadian Paramedicine has an international readership and includes representatives from a variety of industries.
2. When using an abbreviation or acronym, write the full word/name in the first reference with the abbreviation or acronym in parentheses. Use the abbreviation/acronym in all subsequent references. It is a good idea to limit abbreviation use when possible.

EXAMPLE: Many organizations have begun to phase out the use of Emergency Medical Service (EMS) as their departmental name in favour of using Paramedic Service.

Lists

1. For bulleted lists, the following apply:
 - The introductory sentence is usually an independent clause and ends with a colon.
 - When each of the bulleted items is particularly long, each item should begin with an uppercase letter and end with a period.
 - When each of the bulleted items is short, each item should begin with a lowercase letter and end with no punctuation.
 - Refrain from using colons within the list.
1. Photo captions are to be written in order of appearance. EXAMPLE: Pictured from left: Joe Cool, PCP; Jack Smith, PCP; and Jill Jones, ACP.
2. If there is reason to number a list – for example, if the list describes a set of instructions that need to be performed in a particular order – each item listed should be identified with a number. Each item begins with a capital and ends with a period.

Bylines

1. If the article or column is written by a staff writer or regular contributor and his or her name is already listed somewhere in the publication, such as the masthead, include only the name.
EXAMPLE: by Jasmine Smith
2. If the piece is written by someone other than a staff writer or regular contributor and requires a byline, include a 50 word biography about the author at the end of the article. EXAMPLE: by Jasmine Smith (under headline). At the end of the article, write the author's information in italics: *Jasmine Smith is a second year paramedic student at Humber College in Ontario, Canada.*
3. In all cases where a second writer has provided supplementary files for the story, the writer may be acknowledged at the end of the story in italics. EXAMPLE: *With files from Jeremy Cho.*

Capitalization

The Canadian Press rule for capitalization is to capitalize all proper names, trade names, government departments and agencies of government, names of associations, companies, clubs, religions, languages, nations, races, places and addresses. Otherwise, lowercase is favoured where a reasonable option exists.

When capitalizing the principal works in a title, follow the original style of the published work.

Sometimes the actual name violates the standard capitalization rules, in which case it should be emulated

Titles

1. Capitalize titles when they appear before names. EXAMPLE: Deputy Chief Francis
2. Use lowercase for titles that appear after the names. EXAMPLE: Sarah Francis, deputy chief
3. Use lowercase for titles when they appear without names. EXAMPLE: A new deputy chief has been appointed.
4. Do not repeat the title after it has been used once. In second reference, use only the surname. EXAMPLE: Deputy Chief Francis presented a new program at the spring conference. Francis provided an update on the research and how it informed program development.
5. When a title is generically, it is to be used as a lower case and upper case when the full title is used. EXAMPLES: The ministry has announced a change in direction. The Ministry of Health has announced a change in direction.

Italics

Italicize and capitalize principal words in the titles of all books, movies, broadcast shows, plays and published speeches. Magazines and newspaper titles are also to be italicized. EXAMPLES: *the Financial Post*, *World at Six on CBC*.

Numbers

1. Spell out whole numbers below 10 and use figures for 10 and above. EXAMPLES: one, two, 14
2. Use numerals when referencing grades, days, room numbers and years. Capitalize the word associated with the term. EXAMPLES: Grade 12, Game 7, Year 1.
3. Single digit numbers can be used numerically when referring to money. EXAMPLE: \$1 million.
4. For phone and fax numbers, use dashes. EXAMPLE: 888-123-4567, ext. 1234

PUNCTUATION

Apostrophes

Use apostrophes to indicate missing letters and figures or to show possession. EXAMPLES: she'd, rock 'n' roll, the late '40s, Chris's condominium, Socrates' play, witness's testimony.

1. Singular and plural nouns not ending in s take an apostrophe and s to form the possessive case.

EXAMPLES: father's pipe, women's lib, people's food, the kibbutzim's leaders, alumni's donations

Pay particular attention to words like children's (not childrens') shoes, women's (not womens') issues, men's (not mens') salaries.

2. Plural nouns ending in *s* take an apostrophe alone.

EXAMPLES: teachers' apples, the two peoples' history, the Joneses' daughter

Apply the same rule when the name of a place or organization is plural and ends in an *s*, even though it is treated as a singular term.

EXAMPLES: United States' policy, Marvin Gardens' property, Halton Hills' mayor

3. Singular nouns and names ending in *s* (or an *s* sound) normally take an 's.

EXAMPLES: Chris's sandwich, Burgess's novel, Butz's statement, the witness's testimony, Strauss's opera

Of note, names of two or more syllables that end with an *-eez* sound often take only an apostrophe.

EXAMPLES: Lansens' foot, Moses' tablets, Mars' laws, Socrates' plays

4. Names ending in a silent *s* or *x* take an apostrophe and *s*.

EXAMPLES: Duplessis's cabinet, Delibes's Coppelia, Malraux's paintings, Francaix's symphony

Colons

Use a colon to introduce an amplification, a list, an example or a formal question or quotation.

EXAMPLE: I included three main items: a flashlight, gloves and a first aid kit.

Commas

Use a comma to separate items in a list and to take the place of "and" when modifying a noun. Do not use the serial comma (the comma before "and") in lists of three or more items, but use it when the last element contains a conjunction to avoid confusion. EXAMPLE: I am going to Saskatoon, Calgary and Banff.

Dashes

There are two types of dashes: short and long. The short dash is used to represent "to" as in a "9-5" work day. The long dash is used to punctuate phrases within sentences. EXAMPLE: The ministry has increased its investments in grants – along with bursaries and subsidies – and will be investing more in the next term.

Ellipsis

An ellipsis is used for condensing written text. Each period in the ellipsis has a space before and after it. Place other required punctuation before the ellipsis. An ellipsis at the end of a sentence will have four periods with no space between the first period and the last word. EXAMPLE: We must try harder . . . learn more . . . raise our expectations. . . .

Hyphens

Two or more words are hyphenated with they are used as adjectives. Hyphens are not required after a word ending in "ly". EXAMPLE: a first-class seat, a dimly lit room.

Quotation marks

Use double quotation marks when introducing and ending a direct quote, and use them sparingly to set off ironic or unfamiliar words and phrases. Use single quotation marks, and place colons and semi-colons outside. The question mark and exclamation mark go inside quotation marks when they apply to the quoted matter only, and outside when they apply to the entire sentence. EXAMPLE: Joan said, "And then she replied, 'and I don't like him.'"

When a paragraph ends with a direct quotation, and the next paragraph starts with more quoted text from the same speaker, do not put closing quotes at the end of the first paragraph, but do put opening quotes at the beginning of the next paragraph.

If paragraph ends with a direct quote, and the next paragraph starts with a direct quote from a different speaker, put a closing quote mark on the first paragraph and an opening quote mark on the second paragraph.

Semi-Colons

These punctuation marks are used to join two closely related thoughts when each of the items on either side of the mark is a complete sentence. The semi-colon is also used to separate items in a list that contains commons. EXAMPLES: There is fruit on the counter; you can have either apples or oranges.

Typographic notes

1. Include only one space after a period.
2. Do not use symbols in written text, except for @ when dealing with email addresses.
3. Use the ampersand only when it is part of a formal name. EXAMPLE: Faculty of Research & Technology.

Usage notes

1. It is best not to use "over" or "under" when describing money or amounts; instead use "more than" or "less than."

Follow Canadian spellings. EXAMPLES: colour, neighbour, endeavour , litre, metre, kilometer, centre (but not for example when used in a title. EXAMPLE: Center for Disease Control)

WEB TERMS AND ADDRESS FORMATS

1. For web addresses, do not include <http://>. Instead, write the website as follows:
www.canadianparamedicine.ca
2. When ending a sentence with a website address, include the final period, although it is sometimes best to reword the sentence. EXAMPLES: To learn more, go to www.canadianparamedicine.ca. Go to www.canadianparamedicine.ca to learn more.

3. Proper forms for some selected web terms are as follows:

- email
- website
- internet
- online

PHOTOS AND GRAPHICS

Photos, charts, text boxes and other graphics/illustrations are used as space permits. They must be provided as separate high-resolution graphic images in either jpeg or pdf format.

For any photos and graphic images, resolution must be at least 300 dpi. If you are using a digital camera, set it to the highest quality setting and use at least a four or five mega-pixel camera.

You must include the names, titles and companies/agencies of every person shown in a photo, from left to right. The only exception is an action photo, such as one that shows people at an exercise or an emergency response scene. Canadian Paramedicine will not publish photos of patients without a copy of a consent agreement signed by the patient.

SPECIFICATIONS FOR GRAPHIC DESIGN

For the purposes of advertisements in the print version of Canadian Paramedicine, our production department uses a Macintosh platform and the following software:

- Quark XPress
- Adobe InDesign
- Adobe Illustrator
- Adobe Photoshop Supplied Artwork

If you are providing images as part of your electronic file, save them as:

- TIFF or EPS format High resolution JPEG, PDF or BMP files
- Photos with a resolution of at least 300 dpi at actual size.

If you are using software other than the programs mentioned above, please contact us to determine if files are acceptable.

We accept files created in Corel Draw or Macromedia Freehand only if they are saved for Adobe Illustrator with text converted to paths/curves.

We also accept high resolution PDF or postscript files. Images, graphics or logos from websites are not usable due to low resolution. Please contact us if you have questions. Please contact us if you are supplying artwork in other than the above formats. Fonts If you're using special fonts in the creation of your ad, please supply us with copies of the special fonts used. Disk Transfer We can read all standard media. E-mail We will accept artwork by e-mail provided a printable PDF file is included. Stuff or zip multiple files into a single attachment.

When submitting digital files please provide:

- Hard copy or printable PDF of what the advertisement is to look like
- Advertisement file and all supporting files (fonts, images, graphics)
- Name and version of the platform (Mac or PC) and program(s) used to create the advertisement
- Dropbox / FTP invitation

For additional information request a copy of the Media Kit.

MULTIMEDIA ADVERTISING

Web site advertisement opportunities and specifications include;

- top banner, 468(w) x 60(h) pixels,
- side banner is 120(w) x 600(h) pixels, and
- big box is 240(w) x 240(h) pixels.

All advertisements shall be in jpg, gif, or swf format.

For additional information request a copy of the Web Media Kit.

Canadian Paramedicine Editorial Review Board

EDITORIAL BOARD OVERVIEW

The role of the Canadian Paramedicine editorial board is to recommend subject themes, authors, provide content and peer review submissions. The editorial board will consist of experts in Paramedicine from a varied range of backgrounds and geographic areas.

The editorial board will meet on a monthly basis for up to one hour. The purpose of this meeting is to review progress to date, review circulation and social media reach, provide feedback, recommend authors for upcoming submissions and share learning's related to previous submission reviews.

The purpose of conducting a peer review of submissions is to ensure that an evaluation of an article has been completed by expert peers. The primary goal of peer review is to help the author improve the quality of the submission. The secondary goal of peer review is to identify opportunities for improvement and determine whether the submission is appropriate for publication. In general, the reviewer should consider whether the submission is important, whether it improves the reader's understanding of the issue, and whether it is appropriate for the Canadian Paramedicine audience. If the submission describes a study or trial, the reviewer should consider whether it was well designed and performed.

SPECIFIC POINTS TO ADDRESS IN THE REVIEW:

- Is the article of interest to Paramedics?
- Is the title accurate and descriptive?
- Is the submission accurate, informative, and succinct?
- Is the submission well organized, succinct and clear, or is it wordy, pompous or long-winded?
- Is information repeated in multiple parts of the paper?
- Is the level of explanation adequate? Excessive?
- Are the references adequate, excessive?
- Does the submission follow the requirements of the Canadian Paramedicine Style guide?

SCIENTIFIC ARTICLE REVIEW:

- Are the methods adequately described, reproducible, and appropriate to the study purpose?
- Did study subjects provide informed consent? Was the study approved by an ethics board?
- Do the statistics match the study design?
- Are tables and figures adequate or overdone? (Tables and figures should add to the text, not repeat what is presented in text.)
- Are calculations and percentages correct?

Peer reviewers should be positive, constructive, impartial, and empathetic in comments to the author. The reviewer should point out strengths, identify weaknesses, and suggest improvements. The peer reviewer should not tell the author whether they feel the submission should be published. This is the responsibility of the Editor in chief.

Reviewers should limit comments to their area of competence and acknowledge their limits to the editor in chief. They must declare conflicts of interest if they feel they cannot provide an unbiased review. Reviewers should not copy the manuscript, nor show it to colleagues. Confidentiality is important. If reviewers wish to enlist a colleague's help in reviewing the article, this should be discussed with the editor in chief.

Ultimately, the peer reviewer's job is to advise the editor in chief whether the article should be published.

Reference: <http://www.cjem-online.ca/>