

# HEALTHY SCHOOLS ALBERTA MAGAZINE

## Submission Guidelines



# ABOUT THE MAGAZINE

Healthy Schools Alberta Magazine is produced once annually by Ever Active Schools. It is distributed to every school in Alberta (~2,110 schools) as well as a variety of interested stakeholders, including: school system leaders; health, education and sport and recreation partners; and researchers.

- Deadline for pitches: End of March
- Content plan finalized: Early April
- Deadline for final articles: Mid-July
- Print and distribution: Early September

To submit your pitch, send it in the body of an email to Ever Active Schools' Creative Media Specialist: [kayli@everactive.org](mailto:kayli@everactive.org)

# HOW TO WRITE A PITCH

In 2-3 sentences, propose your story idea. Answer the 5 Ws:

- Who is in this story?
- What is it about?
- Where does the story take place?
- When did/will this take place?
- Why is it interesting to Alberta school communities?

To accompany the proposal, identify:

- Your intended audience
- How much space you'll need (max 2 pages)
- Which category (next page) you think it would fit best in

Ensure your story fits within a Comprehensive School Health (CSH) framework.

Learn about CSH here: [everactive.org/csh](https://everactive.org/csh)

# MAGAZINE CONTENT CATEGORIES

- **In the Community:** Stories of initiatives in schools/communities with an emphasis on storytelling and outcomes
- **Be Well:** Research and strategies related to well-being, typically focused on mental well-being
- **Get Active:** Unique and creative strategies for increasing movement
- **Eat Smart:** Promoting positive nutrition practices; this section is almost always reserved solely for Alberta Health Services Dietitians
- **Get Inspired:** Stories that aim to inspire readers to take action in the areas of active living, healthy eating and mental well-being
- **Tools for Teachers:** Accessible, practical classroom resources and activities that teachers can use any time
- **Feature Story:** One selected story from any category with large-scale positive impact

# THE NITTY GRITTY DETAILS

- A pitch does not guarantee your story will be placed in the magazine. Pitches will be reviewed by the Ever Active Schools team to ensure alignment with organizational image and goals.
- Accepted pitches will be notified and given a deadline and word count.
- Ever Active Schools reserves the right to modify submissions without prior approval.
- Story submissions will not be compensated.
- Personal Information Privacy Act of Alberta (PIPA) forms need to be completed by the author and any persons identifiable through article copy or photos. Find this form at [everactive.org/pipa](https://everactive.org/pipa)
- Pitches are to be submitted via email to [info@everactive.org](mailto:info@everactive.org).
- Review previous magazines here: [everactive.org/hsa](https://everactive.org/hsa)