



## Writers Guidelines for Ophthalmic Pearls

*EyeNet* Magazine  
American Academy of Ophthalmology  
Patty Ames  
Executive Editor  
655 Beach Street  
San Francisco, Calif. 94109  
[pames@ao.org](mailto:pames@ao.org)

*EyeNet Magazine* is the clinical newsmagazine of the American Academy of Ophthalmology. *EyeNet* prides itself on being the premier source of credible information for ophthalmologists and on providing readers with practical clinical advice on ophthalmic care that they can use immediately in their practices.

*EyeNet*'s print publication reaches approximately 20,000 ophthalmologists. Most of these are in the United States, with several hundred abroad. All articles are posted online for members worldwide to view.

The magazine is divided into departments and features that appear in every issue. According to a 2000 reader survey, Ophthalmic Pearls is *EyeNet*'s best-read department.

### **Ophthalmic Pearls: Mission and Definition**

Ophthalmic Pearls is *EyeNet*'s "how-to" section, intended to provide readers with clinical advice they can use immediately. Pearls reflect mainstream practice and provide readers with tips on procedures in widespread use or provide a review of disease management.

Each Pearls column reviews a medical or surgical entity or procedure. Many of the articles offer step-by-step overviews of etiology, diagnosis, treatment and follow-up. Grand Rounds presentations and a review of the topic in the Academy's Knowledgebase often provide a good foundation for such an article.

All articles are doctor-written and are drawn from clinical experience to provide readers with personal experience that has worked.

### **Ophthalmic Pearls: How Is It Different From Clinical Update?**

Those writers familiar with *EyeNet Magazine* may wonder how Pearls differs from Clinical Update. Pearls topics tend not to be news oriented but rather a review of fundamental topics or techniques, an update on a topic, technique or procedure for which there is new research, or an introduction to a new (but proven!) technique or procedure.

### **How to Submit an Article**

Before you start writing, contact either of the Pearls Submissions Editors and let them know the topic you plan to cover and the approach that you intend to take.

Sharon Fekrat, MD, [fekra001@mc.duke.edu](mailto:fekra001@mc.duke.edu)

Ingrid U. Scott, MD, MPH, [iscott@psu.edu](mailto:iscott@psu.edu)

They can let you know whether the topic has been covered recently and provide guidance before you write. If it's available, the Submissions Editor will provide an outline of your topic from the Academy's Knowledgebase. Writers are advised to review this outline to ensure major areas are covered. But first visit [www.aao.org/ao/ame/dock/](http://www.aao.org/ao/ame/dock/) as an outline might already be provided there.

*EyeNet* considers only material that is written originally and specifically for us. By submitting a manuscript for publication in *EyeNet*, you certify that it is your own original work and that you have not submitted it for publication elsewhere. If figures have been published previously, please secure a release. If not, we will provide one.

There is no financial remuneration for published Pearls articles, but a resident article published in *EyeNet* will satisfy the RRC requirements for resident scholarly activity.

Medical students, residents and fellows are strongly advised to team with a faculty person who can add pearls to the draft manuscript to make the article more appealing to the mature clinician.

### **How to Prepare Your Manuscript**

**Coauthor.** Medical students, residents and fellows should team with a faculty member to coauthor the manuscript.

**Tone.** Use active voice whenever possible. Be brief and clear. When appropriate, opt for a conversational style.

**Introduction.** This short section lets readers know why this topic is important and may lay the groundwork for the body of the story. Introductions have included demography or history related to the topic or simple statements of fact to establish relevance to readers.

**Body.** *EyeNet* uses many subheadings to help readers easily navigate its stories (eg., Etiology, Signs and Symptoms/Associated Illnesses, Differential Diagnosis, Diagnosis, Indications, Treatment, Technique, Outcome, Follow-up, Complications, Risks, Benefits).

**Sidebars.** (Optional) Text charts, tables, bullet format, lists, graphs, flowcharts all are recommended to provide an “at-a-glance” guide to the topic.

**References.** Because EyeNet is a newsmagazine, we keep the number of footnotes to a bare minimum. We have run as many as five references but prefer to keep it to one or two. Please do not footnote reference materials, as we assume that readers will be able to locate this sort of info if they need it.

**Bio and financial info.** Provide author’s name, title, institution, city, state and any financial disclosures related to products mentioned in the article.

**Fact-checking.** Writers are solely responsible for the accuracy of their stories. Be sure to fact check manuscripts before submission for statements of fact and spellings.

**Word count.** 1500 words total for main story and sidebars/text charts.

**Art.** Manuscript must be accompanied by at least one photo or illustration.

**Art permissions.** Please also provide a statement from the art copyright holder that *EyeNet* has permission to use the image in the print publication of EyeNet, as well as to post it in perpetuity at the EyeNet Web site ([www.eyenetmagazine.org](http://www.eyenetmagazine.org)).

**Video.** Whenever appropriate/available, please submit video of procedures that may be of illustrative or educational value to the readers of your article. (Format should be: Flash Video (FLV) file, medium quality, 320 x 240 pixels. But, if you don’t have it in this format, go ahead and send what you have, and we will try to convert it to FLV.) We will post this at [www.eyenetmagazine.org](http://www.eyenetmagazine.org) along with your article.

**Video permissions.** Please also provide a statement from the video copyright holder that *EyeNet* has permission to post the video in perpetuity.

### **The Editorial Process: What You Can Expect**

While *EyeNet* is not a peer-reviewed publication, the Pearls articles undergo a rigorous multistage editing process.

Some highlights:

#### **1. Reviewed by the Submissions Editors**

In deciding whether to accept your manuscript, the Submissions Editors will review your manuscript for qualities such as:

a) **Appropriateness for *EyeNet* and Pearls**

b) **Content**

### **c) Writing**

The Submission Editor will work with the submission author to fine tune the article as much as possible so that it is in final format prior to the review by the rest of the group.

### **2. Group Review**

The manuscript goes out for review to the Chief Medical Editor and Executive Editor for approval. It may also be sent out for review to an expert in the field.

Our policy is to respond with a manuscript acceptance or rejection as early as possible, but we reserve the right to reject the manuscript at any point.

### **3. Manuscript Goes in the Queue**

Reviewed manuscripts go into a database for use at an unspecified time. For editorial planning reasons, we may hang on to your manuscript up to one year before we commence the next step.

### **4. Staff Editor Edits Manuscript**

a) Patty Ames, Executive Editor, thoroughly edits the article for Pearls standards of editorial excellence. This may be a very heavy edit and may include structural changes.

**Note:** Patty may contact you with queries. Please reply to her within two days.

b) When this initial edit is completed, the article goes out for re-review to the author, the two Submissions Editors, the Chief Medical Editor and an *EyeNet* staff editor.

### **5. The Production Process**

The manuscript goes to production, where it is laid out and formatted. This production process takes one month.

### **Rights**

By submitting this manuscript and art, you agree to transfer all rights to the American Academy of Ophthalmology, meaning *EyeNet* may publish the article in its monthly magazine, and various other print and electronic publications, where it may remain archived indefinitely. You may republish this article elsewhere with written permission from *EyeNet Magazine's* Executive Editor.