# Heartland Herald
## Submission Requests

The Heartland Herald is a quarterly newsletter offered by Southwest Technologies, Inc. for clinicians, educators and distributors who have an interest in skin, wound care, hot/cold therapy, cancer products, padding and more.   Its focus is on educational topics that are interesting to clinicians.  The newsletter is circulated worldwide and is available electronically and though limited print copies. If you have not seen a copy of the newsletter, you can access current and past issues at www.swtechnews.com.

The success of the Heartland Herald depends on _YOU_.  **WE WANT AND NEED YOUR STORIES**.  The value of a story cannot be underestimated.  Stories serve to inform and inspire clinicians about the wide range of uses for these amazing products.  Stories can change practice and in changing practice, can improve lives.

Please submit ideas for feature articles, innovative product use, thank you letters, clinical accomplishments, upcoming educational events, and so much more.  We would love to feature you and your facility in a future newsletter.  We understand that you are not journalists, and we want this to be simple for you.

_A good story answers the 5 "W's"; who, what, when, where, and why_.  You are not responsible for writing the story.  Just provide us with the basic details and your personal information in case we have questions, and the newsletter team will do the rest.  People love seeing their name in print, so be certain that names are spelled correctly along with titles when they are appropriate.  If you would like to see a conference featured, a conference brochure will answer most questions and most are usually are available on the web, please provide us the link.

_In addition to stories, we are looking for pictures for the newsletter_.  Photos make a newsletter interesting and help tell a compelling story.  When you are taking a picture, remember that  there are a few basic rules to keep in mind to help you get that great shot.

Imagine your image divided into 9 equal segments by 2 vertical and 2 horizontal lines. The rule of thirds says you should position the most important elements in your scene along these lines, or at the points where they intersect. This adds balance and interest to your photos. Some cameras can superimpose this grid over the LCD screen, making it even easier.

Avoid empty spaces in your picture.  The rule of thirds, helps place what is important in the center of the photo as opposed to the edges giving your photo a sense of balance and proportion.

Don't be afraid of action.  Although portraits are nice, they are limited in their ability to tell a story.

_Shoot, Check, and Reshoot if needed_.  Today's digital cameras (and phones) are amazing.  We no longer have to be concerned with the cost of buying and  processing film.  Take a picture and then immediately look at it to see if it is what you wanted.  Is it framed nicely, is the background ok, is it in focus, does everyone have their eyes open…If you are not happy, you can reshoot the photo before the opportunity is lost.

If you are taking a photo of an individual, it is proper to ask permission to include it in the newsletter.  A simple tool that you can use to document approval as well as names, titles and dates is on following page.  You can simply copy the form, fill in the information and then take a picture of the form and attach it to the photo.

### _Send all submissions to info@swtechnews.com_

# Heartland Herald
# Publication Schedule

## First Quarter - Winter

| | |
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| Deadline for Submission | January 1, 2014 |
| Distribution Schedule | February 15, 2014 |

## Second Quarter - Spring

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| Deadline for Submission | April 1, 2014 |
| Distribution Schedule | May 15, 2014 |

## Third Quarter - Summer

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| Deadline for Submission | July 1, 2014 |
| Distribution Schedule | August 15, 2014 |

## Fourth Quarter - Fall

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| Deadline for Submission | October 1, 2014 |
| Distribution Schedule | November 15, 2014 |

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Location: _____

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