

# Weekly Digest Guide

The Weekly Digest is YSM's weekly events newsletter, distributed early each Friday morning to 9,000+ email recipients on the Yale campus.

The Weekly Digest includes approximately five **featured events** that are accompanied by a 150-word article and an image. Featured events appear at the top of the newsletter and are followed by a longer **list of events** of schoolwide interest for the coming week.

## Selection criteria

**Featured events** are selected based on several factors:

1. **Breadth and currency** of the topic. Talks by visiting scientists, clinicians, and others and by Yale faculty on subjects of wide interest to the YSM community, especially hot topics that are of current interest
2. **Prominence** of the speaker
3. **Size** of the anticipated audience, based on venue

**Listed events**, which follow the featured events, also are of interest to wide swath of the community or highlight new findings or methods. Most lectures and seminars on campus are included, unless they are intended for a limited audience.

## Timeline

The Weekly Digest is published on Fridays for events taking place the following week. **Lead time for submission is one to two weeks prior to the date of publication** (not the date of the event). Events intended for the Weekly Digest should be posted to the calendar at least two weeks in advance of the event date. The editors review the list of possibilities for featured events a week before publication and begin putting together the text and images for these articles on the Monday preceding publication.

## Essential elements

All events posted to the calendar should include complete information to guide those who may wish to attend. This includes the sponsoring department and individual host, the speaker(s)'s names and academic degrees, academic or work titles, the title of the lecture series, and the title of the talk, symposium, conference etc.

For events under consideration as featured events, please contact the speaker and ask him/her to provide:

1. **A brief bio** (a paragraph or more summarizing the speaker's background and area of expertise)
2. **A sentence or two about the talk** they will give at Yale.  
(These two items will be edited to form the featured-event article.)
3. **A high-resolution image.** This should be a JPG or TIF file (not a Word document) that is sharp when enlarged to fill the computer screen. Technically speaking, it is at least 400 pixels wide. You can usually see this number by selecting the file and right-clicking on "Properties."

Please send these to Michael Fitzsousa at michael.fitzsousa@yale.edu.

The screenshot shows the top portion of the Weekly Digest newsletter. At the top, it says "Yale SCHOOL OF MEDICINE" and "http://medicine.yale.edu/calendar". Below that is the "Weekly Digest" header with the date "March 4, 2011". The first featured event is titled "The John B. Pierce Laboratory Seminar Series: 'Dissection of the Neural Circuitry of Memory in the Behaving Mouse Brain'". It includes a small image of a mouse brain and a brief description of the seminar. Below the description is a "Read more..." link. The second featured event is titled "Genetics Department Seminar/Burdette Lecture: 'Genome Sequence Variation and Human Disease'". It includes a small portrait of the speaker, David Altshuler, and a brief description of his research. Below the description is another "Read more..." link.

## ^ Featured events

The screenshot shows the "Upcoming Events" section of the Weekly Digest newsletter. It lists several events with their dates, times, and speakers. The events listed are: "Friday, March 11, 2011, 1:00pm - 3:00pm" by Radolph Leibel, MD; "Friday, March 11, 2011, 1:00pm - 2:00pm" by JoAnn Manson, MD, MPH, DrPH; "Friday, March 11, 2011, 2:00pm - 3:00pm" by David Asan, MD; "Saturday, March 5, 2011, 8:00pm - 8:30pm" by Bonnie Lindack, PhD; "Monday, March 7, 2011, 12:00pm - 1:00pm" by Cliff Kentros, PhD; "Monday, March 7, 2011, 3:45pm - 4:45pm" by Linda Spear, PhD; and "Tuesday, March 8, 2011, 4:00pm - 5:00pm" by David Altshuler, MD, PhD.

## ^ Listed events