

CONTACT LENS SOCIETY OF AMERICA
EyeWitness: Criteria for Article Submission

We are pleased that you are considering submitting an article for publication in *EyeWitness*, the official publication of the Contact Lens Society of America. Continuing Education (CE) articles used in the magazine will be submitted to the National Contact Lens Examiners (NCLE) for continuing education credit approval. They will also appear on the CLSA University as a new course. To ensure that your article meets the stringent guidelines as set forth by the NCLE for home-study CE credit and those of *EyeWitness* itself, we have developed the following criteria.

Author Honorarium

Published authors will receive an honorarium for their articles. Reimbursement will be as follows:

For each feature CE article - \$100.00

For each non-CE article of 1,400 words or more - \$50.00

For each non-CE article of 700-1,399 words - \$50.00

Technical Advisors (per issue consulted) - \$100.00

Copy Editor - \$75.00 per issue

Associate Editor - \$100.00 per issue

Editor in Chief - \$150.00 per issue

Topic

The content of your article should follow the specific theme provided by the *EyeWitness* editor. Publication themes have been carefully planned in an effort to provide CLSA members, sponsors and other readers with the best mix of information. When writing your article, emphasis should be placed on educational value. **CLSA's role is not to exclusively promote a particular sponsor's product or product line.** You may mention a specific product or sponsor's area of expertise provided you are objective and include other points of view.

Article Criteria

CE articles should be a minimum of 3,500 words in length. Non-CE articles can vary in length from 700-1,500 words. Articles should be written in 12-point, New Roman Times font, double-spaced with single-spacing between sentences. **Articles must be properly referenced.** Follow the American Medical Association (AMA) guidelines for references. Please be careful of plagiarism.

Article Deadline

Articles are accepted no later than four weeks before the final print date of the issue. This gives the editors/production team time for editing, layout and final author review. The *EyeWitness* Editor or Production Manager will notify you of the article's due date. **Please submit your article by this date or it may not be published in the current issue.**

Graphics, Illustrations and Photographs

Graphics, illustrations and photographs that accompany your article will enhance the learning and provide for a more visually appealing article. Photos today are easy to take with everything

from a good camera phone to a DSLR. We would prefer to have images from you and your practice because this personalizes the article and will connect better with the reader. **If you use material from another source, including the Internet, you must get permission to use it.**

All images should be clearly identified in their name. Label your images as follows: Your initials in caps, then the figure number with three digits, as follows using Contact Lens as the “name” for an example: CLfig003. This name should then be included in the text of the article. **Send all original photos as digital files using JPEG compression at a high quality setting and at the original size of the file as they came from the camera. Do not resize the files. All other images should be sized to 8x10-inches at 300ppi (sometimes called dpi) and sent as a high-quality JPEG file.** Files with text can be sent as EPS or TIFF files. Do not embed graphics within Word or PowerPoint files. Graphic files downloaded from web pages are often too low in resolution for reproducing in the publication. Please check your file carefully for quality before submitting. Remember, you must reference all illustrations as a Figure (e.g., Figure 1) in the text of the article and each needs a caption.

Short Biography

Along with your article, please submit a bio (short paragraph about your credentials). This should include your current employer, industry disclosures and affiliations, state, regional or national affiliations, as well as professional designations and/or awards that you have received in the eyecare field. Please limit this to 75 words or less.

Author Photo

Provide a color photo, head-and-shoulders shot preferred, sized to at least 4x5-inches, 300ppi, as a high-quality JPEG file.

CE Article Submissions

CE Article Description

An article description of 25-50 words in length for each hour of education (see attached sample). Articles seeking approval of multiple-hour credits require a more extensive description than those seeking single credits. The article description should state, in general terms, the knowledge or skills participants are expected to obtain as a result of the article. Often articles are not approved because it is unclear as to how they pertain to the skills or knowledge used in contact lens fitting.

CE Detailed outline

Articles submitted for approval must also be accompanied by a detailed outline with time references. Those who review article submissions for CE approval rely most heavily on the outline. It is not enough merely to state the main topics of the article. You must include all sub-topics and an estimated time allotment per topic adding up to a minimum of 50 minutes to gain CE approval.

CE Test Questions

In order to be considered a continuing education article by the NCLE, a minimum of 20 multiple-choice questions and answers must be submitted along with the CE article. Please

supply the correct answer for each question (highlighted in bold type) along with three wrong answers (distracters). Do not provide true/false questions or questions with “All the Above” or “None of the Above” as potential answers.

CE Course Level

Level 1 designation assumes the reader has little or no prior knowledge of the material presented. Level 2 assumes some prior knowledge or experience. Level 3 assumes the reader is well-versed in many aspects of the subject matter. (Note: Author must be an approved Level 3 speaker).

Example of CE Article Requirements

Course: Level II.

Course description: Silicone hydrogel lenses are rapidly becoming the first lens choice for many ECP's. This article gives an overview of the material itself while also exploring patient selection considerations, care of the lenses, and potential complications. The benefits of delivering more oxygen to the lens wearer are explained and discussed. At the conclusion of the article, the reader will understand the characteristics of this latest generation lens material and how to best pair it with solutions to meet their patients needs.

Outline:

I. Introduction (5 minutes)

II. Characteristics of Silicone Hydrogel Lenses (10 minutes)

- A. Modulus
- B. Oxygen Permeability
- C. Wettability

III. Patient Selection (10 minutes)

IV. Caring for Silicone Hydrogels (10 minutes)

- A. Solution Compatibility
 - 1. Epithelial Staining
 - 2. Parameter Changes

V. Complications of Silicone Hydrogel Lenses (10 minutes)

- A. SEALS
- B. Smile Stains
- C. Conjunctival Flaps
- D. GPC or CLPC
- E. Hyperopic Shift

VI. Summary (5 minutes)

Checklist

- Article (CE approximately 3,500 words/Non-CE 700-1,500 words)
- If CE article, include cover sheet with Course Level, Description, Outline and Time references
- If CE article, include 20 multiple choice questions and answers
- Computer generated graphics, figures and photos
- Captions for graphics/figures
- Short biography/Author photo

Photo guidelines for CLSA *EyeWitness*:

We want any photos you have of your practice and work as it relates to your article. If you can take photos specifically for the article, consider these guidelines:

Photographing People

1. Get in close.
2. Avoid posed images.
3. Get the subject doing something.
4. Use a wide-angle lens setting and get in close.
5. Take multiple shots as your subject works or is examined. One shot rarely captures the best moment.

The Simple Techniques for Anyone

1. Set your camera to Automatic everything: ISO, White Balance, Exposure. Use the green or simple setting if your camera has it. Program exposure is fine.
2. TURN THE FLASH OFF. Unless you are shooting in pitch dark conditions, the flash tends to make photos look harsh and unappealing.
3. Send us a copy of the JPEG file that comes straight from the camera.
4. iPhone images are fine if they are sharp, and again, turn off the flash.

For the Photo Enthusiast

If you understand the intricacies and settings of your camera, try these additional ideas:

1. Choose a high ISO such as 800 for indoor shooting.
2. Set white balance to auto.
3. Use aperture-priority autoexposure and choose the widest f-stop available for your lens, such as f/2.8, f/4 (smaller numbers are wider f-stops).
4. Be sure your autofocus is actually focusing on what is important.
5. Send a JPEG file at approximately 8-x10-inches at 300ppi.