

ChemistryViews Cheat Sheet

General Guidelines & Submission Link

- Please see <http://www.chemistryviews.org/inhousenews>

Titles

- Keep titles short, but informative. The reader should get a rough idea what the news is about just from the title.

✗	“Hard to Stomach”	✓	“Micromotors Neutralize Gastric Acid”
✗	“Cobalt Catalysis”	✓	“Better Cobalt Catalyst for Water Splitting”
✗	“Copper Catalysis in Living Systems and In Situ Drug Synthesis Using Click Chemistry”	✓	“Implantable Catalyst Against Cancer”

- Titles should be capitalized

✗	“High temperatures reduce US crop yields”	✓	“High Temperatures Reduce US Crop Yields”
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Preview Texts

- The preview text should complement the title and not repeat it. (It never appears without the title.)
- Previews do not need to be complete sentences; they can have a “headline” style to keep them short.

✗	“Molybdenum nanowires can be synthesized by a template removal process that avoids sublimation”	✓	“Molybdenum nanowires synthesized by template removal without sublimation”
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- Previews do not support formatting such as sub- or superscripts.

✗	“CO ₂ absorption”	✓	“carbon dioxide absorption”
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Images

- ❑ Images to accompany news are always welcome, but not mandatory.
- ❑ Images will be cropped to a 4:3 landscape format.
- ❑ Too much detail or text is hard to make out for our readers. (Thumbnails are only about 2 cm across on the homepage.) If there's a cover image for the article, it's usually a great option.
- ❑ You have the option to include an additional scheme with reactions or structures, which can be especially useful for organic chemistry news. Just attach the image when you submit the news.

Main Text

- ❑ The main text of the news should answer these questions:
 - Which problem does the work deal with?
(→ "introductory" section)
 - Who are the researchers and what did they actually do? (Do not be afraid to include a little detail on synthesis, simulation, or analysis methods.)
(→ "experimental" section)
 - Why are the results important and/or useful?
(→ "results and outlook" section)

The article should give readers from all fields of chemistry a good idea of what the research is about, and cause interested specialists to take a closer look at the paper.

be concrete

x	"The team looked at carbonaceous materials decorated with sulfur."	✓	"The team used electrospinning to synthesize porous carbon nanotubes containing immobilized sulfur."
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use simple words and phrases where possible (many of our readers learned English as a second language)

x	"facile"	✓	"easy"
x	"has found applications in ..."	✓	"is used in ..."

avoid "marketing speak", hyperbole, etc.

x	"this exceptionally efficient breakthrough approach"	✓	"this efficient approach"
x	"This achievement paves the way towards ..."	✓	"The method could also be useful for ..."

- ❑ Please include only the corresponding authors and their affiliations in the format “**first name, last name, institution, city, (state abbreviation), country, and colleagues**”, e.g.
 - “Bernhard Schauburger, Potsdam Institute for Climate Impact Research (PIK), Germany, and colleagues”
 - “Jeffrey G. Jacot, Rice University and Texas Children's Hospital, both Houston, TX, USA, and colleagues”
 - “Stephen M. Lyth, Kyushu University, Fukuoka, Japan, Paul J. A. Kenis, University of Illinois at Urbana-Champaign, USA, and colleagues”

You do not need to repeat cities, states, or countries that are already part of the institution’s name. You can include several affiliations for one author, where applicable.

- ❑ The news should focus on the research as such, not the published paper, i.e.:

✘	“this paper”	✔	“this research”, “this study”, “these results”
✘	“the authors”	✔	“the researchers”, “the team”
✘	“the authors point out ...”	✔	“according to the researchers, ...”

- ❑ You can include formatting yourself as html notation (see below) or include a comment in the news text or in the “citation” field on our submission site if you’d like us to include special formatting.

		html code
subscripts	H ₂ O	H₂O
superscripts	Ag ⁺	Ag⁺
italics	<i>N</i> -methylaniline	<i>N</i>-methylaniline
boldface	Carbon dioxide causes ...	Carbon dioxide causes ...
non-breaking space	100 mg	100 mg
Greek letters	α β γ etc.	α β γ etc.

- ❑ Please use American English.
- ❑ Please include the full expression for all abbreviations (once at the first occurrence). (Extremely common terms such as “NMR spectroscopy” and “UV radiation” are notable exceptions from this rule.)

And last but not least:

- If you have any questions, please don't hesitate to contact us:
 - per email at chemistryviews@wiley-vch.de
 - via Lync
 - via phone (Catharina: 45135, Vera: 45519)
 - or simply stop by (old building, first floor, corner office behind HR). We usually have chocolate.