



MESA Correspondents
Writing Guidelines

October 2019



Background

The MESA Alliance

The Malaria Eradication Scientific Alliance (MESA) is dedicated to advancing the science of malaria to reach our eradication goal. The MESA Alliance works with partners in malaria control, elimination and eradication.

One of its main functions is to ensure that researchers, implementers, and policymakers have access to the latest evidence.

MESA Correspondents Program

The MESA Correspondent volunteers report on the latest in malaria research from conferences around the world. The summaries are shared online, enabling people who could not attend the meeting to read about the latest advances. Readers can also receive the summaries in their inbox by [subscribing](#) to the MESA newsletter.

The MESA Correspondents Program is a collaboration between MESA and the conference organizers.

Managing Editor

Usually, the Managing Editor is a member of the MESA team that will lead the organization of the Correspondent volunteers to cover the different sessions of the conference. The Managing Editor will check the speaker names and affiliations and is responsible for posting the summaries online and disseminating them via the various communication networks.

Senior Editor

You will also have the support of the Senior Editor, a senior expert in the field and member of the Conference Scientific Committee who will read through the pre-final version of the summaries before publication to check for accuracy and provide any final comments and feedback.

Thank you for volunteering to be a part of the MESA Correspondents Program! Your work is really appreciated and will be read by over a thousand of your colleagues in the malaria community!

This guideline aims to outline your responsibilities and the overall process, but please get in touch with the MESA team for more details on mesa@isglobal.org.

Process

As a MESA Correspondent, you will be assigned a number of symposiums and presentations throughout the conference to report on. With the support of the other Correspondent volunteers, the Managing Editor and the Senior Editor(s), you should accurately summarize each presentation in 100 - 300 words.

Text

The text should be concise, and focus only on the high-level messaging of the science being presented. It is essential to achieve accuracy in terms of what was really presented by the speaker, but also what can be reported as scientifically-supported facts. Great care should be taken to avoid sensitivities and biases such as unpublished data, preliminary results or controversial statements. The tone should be neutral and friendly. A bit of narrative is welcome to set the scene for the reader, but too much detail should be avoided. Each summary should be between 100-200 words.

If you have any doubts about a particular point, you must fact-check it either directly with the speaker, the session chair or the Senior editor.

In some conferences, you may cover the talks together with another correspondent. This will enhance your teamwork skills and help you double check and verify all the facts.

Photos (optional)

Photos are a key element to the posts as they give readers visual context. If you want, you can also send pictures to the Managing Editor to be published together with the summaries. The subject can be of the meeting itself, social events, people, the venue, and should summarize the ambient or a notable event during the meeting.

Tip: Engaging photos have smiling faces, color, people in action such as in conversation, reading or pointing, and details of the venue.

Acknowledgments

The summaries should include the following text in the footer of the post:

“This summary is brought to you by MESA Correspondent [NAME], with mentoring and editorial support from [Senior Editor NAME]. This post is cross-posted in [Conference website] and [Malaria World website]”

Do's

- Focus on the high-level messaging around the science being shared, not the scientist or the detail
- Include what is novel from the presentation you are covering
- Mitigate errors by robust fact-checking
- The conference abstract book (if available) can be a useful resource prior and during the conference. It can provide valuable background information and help when fact-checking

Don'ts

- Avoid bullet lists of points or a long account of the talk
- Avoid unpublished or sensitive data
- Try to filter out overstated claims

Examples

- [ICPVR 2017: Complete Series](#)
- [Daily post from ICPVR 2017: Day 1, Pre-meeting courses and Opening ceremony](#)
- [Daily post from ICPVR 2017: Day 2](#)

www.mesamalaria.org/resource-hub/correspondents

