

## GUIDELINES FOR CONTRIBUTING TO UNITAS



### About UniTas:

UniTas is a monthly newsletter produced by the UTAS Media Office with contributions welcome from staff. The newsletter is distributed within the University and to an external mailing list made up of journalists, business people, politicians, community leaders and other readers with an interest in UTAS. Stories with a broad appeal will therefore be given priority for publication. As per normal editorial practices, the Editor reserves the right to edit copy or hold it over for a later issue and is under no obligation to publish contributed copy or photographs.

### Writing for UniTas:

- ❖ If you have an idea for a UniTas story or column, it is recommended that you first discuss it with The Editor (Sharon Webb (03) 6324 3218 or [Sharon.webb@utas.edu.au](mailto:Sharon.webb@utas.edu.au)) to see if it is suitable and to ensure nobody else is writing a similar piece.
- ❖ Story length can be between 100 – 600 words, depending on the topic.
- ❖ Keep it simple! Remembering the audience for UniTas, avoid jargon and always spell out acronyms – what can be a second language to general staff, academics and researchers can be lost on other readers.
- ❖ Consider the UniTas deadlines which are the 15<sup>th</sup> of each month (or the next working day after the 15<sup>th</sup>), with publication within the first 10 days of the following month. For example, an article for an event in April needs to be submitted by 15 March.
- ❖ If you are publicising an event, don't rely only on UniTas as a means of promotion. The article may not be published, or there could be unforeseen production delays. Always consider using the UTAS website, faculty newsletters and the Media Office to cross-promote major events.
- ❖ Submit your story as early as possible before deadline to allow for editing.

## **What is newsworthy?**

Ask a dozen people this question and you will receive a dozen different answers, but for UniTas, we are looking for stories that are timely, of broad interest and offer information that is both new and exciting. For example, research results, major award or grant winners, senior or interesting staff appointments, exhibitions, opinions, updates on ongoing UTAS projects, major academic achievements, new courses, or community projects. The emphasis is not only on the fact an event happened, but its *impact*: reporting that a workshop was held and who attended is less interesting than the results of the think-tank, or what will happen next. Similarly, funding for new research might be noteworthy, especially if it is a first, but the results (preliminary or final) have the potential to make a bigger splash and be followed up by the media. Smaller news items can be covered in either briefs, or the regular Our People column, space permitting.

## **Tips for photographs:**

- ❖ Creative shots have a greater chance of being used, so try different angles, putting the subject in the context of their work (an artist with an easel, a teacher clutching some books) and capturing lively facial expressions.
- ❖ Try and shoot the subject from above the waist, and close rather than from a distance.
- ❖ Be sure the background is clear – no pot plants or Exit signs protruding from heads – and away from bright windows.
- ❖ In group shots, cluster or stagger the group – two in front, three behind - rather than lined up in a row.
- ❖ Use a high-quality digital format camera (3 megapixels and above) and email the images as either jpeg or tiff files to [Media.Office@utas.edu.au](mailto:Media.Office@utas.edu.au)
- ❖ Include names for the caption.

## **Classifieds and What's On:**

Classifieds are advertised online via the link on the Media and Events homepage <http://www.utas.edu.au/events/index.html>. A selection will be included in each UniTas, space permitting.

What's On events are also primarily publicised online via the link on the Media and Events homepage. Events of wider community interest, for example a public lecture or exhibition, will be given priority for publication in UniTas. Internal workshops and presentations will only be included if space permits.