



How to write or speak for us

Thank you for agreeing to write for us or speak at our events. We publish written material on our website and circulate it to email subscribers; many are at the top of their professional fields with only a few minutes for emails. When writing reports, papers, presentations or speaking for us please use our house style, short, concise sentences and focus on 3 key issues or arguments.

Briefing reports must include:

- your name, 3 lines about you and reasons for your interest in your concerns.
- a short paragraph describing the issue or topic of concern to you,
- 3-6 bullet pointed key issues explaining cause, effect, harm, outcome required
- Conclude with a short paragraph of practical and realistic solutions
- where possible photo images to show impact/damage caused eg plastic pollution in the Pacific Ocean, plastic in dissected dead birds and fish
- 6 weblinks or other references from reputable sources with access dates; we can not accept wiki encyclopaedia links because the content changes

Events submissions are for 12 minutes and must include:

- Abstract 150 words
- Notes of talk 1 x A4 page
- Photograph 300 x 300 pixels (minimum)
- Biography 100 words
- Powerpoint presentation 10 slides

Late submissions are only considered if complete **and** our editorial advice accepted.

Letters

We are happy to use our email address to send letters to online publications with full contact details, editors' names and email addresses.

We use Orwell's 6 Elementary Rules: Politics & the English language, 1946

1. **Never** use a metaphor, simile or other figure of speech you have seen in print
2. **Never** use a long word where a short word will do
3. If it is possible to cut out a word **always** cut it out
4. **Never** use the passive tense if you can use the active tense
5. **Never** use a foreign phrase, scientific word or a jargon word if you can think of an everyday English equivalent
6. Break **any** of these rules rather than say anything outright barbarous.

We edit content to our house style and send final copy for approval. Please keep it simple, factual and focused; avoid clichés, frilly and fancy language, technical terms, long or obscure words, split infinitives, rhetoric or poor style.

