



# Monthly Digest

## Editorial Guidelines

### Summary of Guidelines for Contributors

By following these guidelines, it is the aim of the Steering Group that the Monthly Environmental Digest will deliver high-quality, engaging, and informative content to its diverse readership, fostering a well-informed and active network of members.

- **Editorial Guidelines:** Content for submission to the Digest should be consistent with the Editorial Guidelines (which can be found here).
- **Purpose:** The main purpose of the Monthly Digest is to enable members to share information about future events, local projects and activities, to disseminate local and regional news about relevant topics and to help build the NGH network through showcasing the work of individual members and groups.
- **Length:** Articles should be between 100 - 500 words, with flexibility for in-depth features by agreement.
- **Style:** Aim for content, which is informative, engaging, and inclusive. Content should be easily readable without over-simplification.
- **Sources:** If you reference other sources, please remember to attribute these to the original source.
- **Document Type:** Submit text by email or Word document attachment
- **Posters, Event Flyers, Photographs:** Submit as high-quality jpeg or pdf attachments
- **Commercial advertising:** As a general principle the Digest will not include material which promotes activities or events for commercial or business gain – unless the Editorial Team considers there is a good case to do so.
- **Timescale:** The deadline for content is the 10<sup>th</sup> of the month, although content can be submitted at any time.
- **Submission:** By email to [Northumberlandgreenhub@gmail.com](mailto:Northumberlandgreenhub@gmail.com)

### Full Editorial Guidelines

#### 1. Audience and Tone

- **Target Audience:** Members of a network interested in environmental, sustainability, and climate issues in the Northeast of England. This includes activists, professionals, academics, students, and the general public.
- **Tone:** Informative, engaging, and inclusive. Aim for a balance between conversational and professional and for your content to be easily readable without oversimplification.

#### 2. Purpose

- **Primary:** To enable members to share information about future events, local projects and activities, to disseminate local and regional news about relevant topics, to help build the NGH network through showcasing the work of individual members and groups.
- **Secondary:** To share information about relevant national and international topics.

### 3. Content Structure and Style

- **Headlines:** Clear, compelling, and concise. Use action words and make them specific to the topic.
- **Subheadings:** Break up the text for easy navigation. Use informative subheadings that provide a clear idea of what each section covers.
- **Paragraphs:** Keep paragraphs short (3-4 sentences) to enhance readability. Use bullet points and lists where appropriate to summarize key points.
- **Language:** Use Plain English. Avoid jargon and technical terms; if necessary, provide explanations. Write acronyms in full before using the abbreviated version in brackets. E.g. Northumberland Green Hub [NGH]
- **Readability:** Aim for a reading level suitable for a broad audience, including those with less background knowledge in environmental and sustainability issues.

### 4. Content

- **Relevance:** Ensure that content is relevant to environmental, sustainability, and climate issues in the Northeast of England.
  - **NOTE:** Issues of a wider national or global interest or impact may be included at the discretion of the Digest Editorial Team, where they are of relevance or interest to members of the NGH network.
- **Sources:** If you reference other sources, remember to attribute these to the original source.
- **Accuracy:** Fact-check all information. Use reliable sources and cite them appropriately.
- **Timeliness:** Focus on current issues, events, and developments.
- **Diversity:** Include a variety of perspectives and voices. Cover different aspects of environmental and sustainability topics (e.g. policy, community projects, scientific research).
- **Avoid advertorial copy:** The Editorial Team reserve the right to publish, or edit, or return to the content creator for re-work, content which is advertorial rather than editorial in nature. As a general principle the Digest will not include material which promotes activities or events for commercial or business gain – unless the Editorial Team considers there is a good case to do so.

### 5. Visual Elements

- **Images:** Use high-quality, relevant images to enhance the visual appeal. Ensure all images are properly credited.
- **Infographics:** Use infographics to present data and complex information in an easily digestible format.

### 6. Formatting and Technical Details

- **Word Count:** Aim for articles between 100 - 500 words, with flexibility for in-depth features by agreement.
- **Font and Size:** Use Aptos (body) at a size of 11pt for body text, 12pt for paragraph headings and 14pt for main headings.
- **Hyperlinks:** Include hyperlinks to credible sources, additional readings, and related content. Ensure all links are functional.
- **Document Type:** Submit text by email or Word document attachment
- **Posters, Event Flyers, Photographs:** Submit as high-quality jpeg or pdf attachments

### 7. Editorial Process

- **Submission:** Submit articles by the 10th of each month for review. Articles may be submitted at any time.
- **Review:** All content will be reviewed by the editorial team for quality, accuracy, and relevance.
- **Revisions:** Authors may be asked to make revisions based on feedback. The Editorial team may also make minor changes without reference to the author.

- **Approval:** Final approval will be given by the editorial team
- **Publication:** The Digest will be published on or around the 15<sup>th</sup> of the month.
- **Feedback:** Provide constructive feedback to contributors to help them improve their future submissions.

## 8. Ethical Standards

- **Transparency:** Disclose any potential conflicts of interest.
- **Respect:** Maintain a respectful and considerate tone, avoiding discriminatory language.
- **Privacy:** Respect the privacy of individuals and communities. Obtain consent for any personal stories or identifiable images.