



## A Quick Guide to contributing to The Squealer

### **What is The Squealer?**

The Squealer is a magazine for students, about students and we would love it to be written by students! It is published 5 times a year and is distributed across the Carlisle, Lancaster, Ambleside and London sites. In addition to The Squealer, we also have a monthly Squealer newsletter which is distributed to students via email.

### **What can I contribute?**

- For the Squealer - anything which can be printed! Words, photos, graphics, artwork... we'd love to see it! Interest stories work better than news.
- For the newsletter – it works best if we have a short piece of copy which links back to a webpage with the full article. However we'd still be happy to include photos etc.

### **Have you got any guidance?**

- We're aiming for at least 75% of our publication to be written by students so if you are a staff member, could a student be writing your piece instead?
- Write informally (although no swearing please!). Your audience is other students, so write as if you were talking to a friend.
- Try and keep your content concise. Use pictures rather than words where possible. Articles should be 100- 500 words (although can be longer if it is something really exciting).
- Images should be print quality – 300 dpi.
- When in doubt – ask. Not sure your article will be interesting enough? Want to produce a comic strip but need some guidance? Contact Nicola, the current Squealer editor, at [nicola.haydon@cumbria.ac.uk](mailto:nicola.haydon@cumbria.ac.uk)
- Submit your content by the deadline (please see all deadlines listed below)! You can request to be added to the Squealer contributors mailing list (and receive a two week reminder before content is due) by emailing [nicola.haydon@cumbria.ac.uk](mailto:nicola.haydon@cumbria.ac.uk)

### **Podcasts**

The number of people listening to podcasts is growing, making it a great communications tool. Podcasts can be recorded anywhere by anyone and can be about anything. Interested in broadcasting a podcast with us to be shared via social media or in the newsletter? Read on...

- Talk informally (although no swearing please!). Your audience is other students, so talk as if you were chatting to a friend.

- Length – anything up to 20 minutes. Beyond this, your audience may get a little bored.
- If you need assistance recording the podcast, let us know. Contact [robert.ward@cumbria.ac.uk](mailto:robert.ward@cumbria.ac.uk)

### Disclaimer

Whilst we will endeavour to include all content submitted, if we feel there is an item that is not relevant or would be best placed through a different channel, we occasionally will not do so. In this circumstance you will be notified and we will work with you to find a suitable channel and timing. All work submitted will be subject to editing. If any major editing is required (beyond spelling/grammar corrections or minor cuts to the article) we will contact you to ensure you are happy with the edited product.

### Deadlines

NB – please note that Podcasts will be produced on an ad-hoc basis.

### Squealer

Squealer Publication Date	Copy Deadline to Editor	Theme
Start of September (Sent to Print: 18 <sup>th</sup> August)	Friday 30 <sup>th</sup> June	Welcome Guide (not just Squealer edition)
16 <sup>th</sup> November 2017 (Sent to print: Thursday 9 <sup>th</sup> November)	12pm Thursday 26 <sup>th</sup> October (Monday 6 <sup>th</sup> November Panel results deadline)	Panel and Your Voice
25 <sup>th</sup> January 2018 (Sent to print Thursday 18 <sup>th</sup> January)	12pm Wednesday 13 <sup>th</sup> December	New Year
20 <sup>th</sup> March 2018 (Sent to print Tuesday 13 <sup>th</sup> March)	12pm Thursday 22 <sup>nd</sup> February (Monday 12 <sup>th</sup> March Election results)	Elections
26 <sup>th</sup> April 2018 (Sent to print Thursday 19 <sup>th</sup> April)	12pm Thursday 5 <sup>th</sup> April	Successes

## Newsletter

<b>Newsletter Publication Date</b>	<b>Content and Advert Deadline</b>
Wednesday 4 <sup>th</sup> October	Wednesday 27 <sup>th</sup> September
Wednesday 1 <sup>st</sup> November	Wednesday 25 <sup>th</sup> October
Wednesday 6 <sup>th</sup> December	Wednesday 29 <sup>th</sup> November
Wednesday 10 <sup>th</sup> January	Wednesday 13 <sup>th</sup> December
Wednesday 7 <sup>th</sup> February	Wednesday 31 <sup>st</sup> January
Wednesday 7 <sup>th</sup> March	Wednesday 28 <sup>th</sup> February
Wednesday 11 <sup>th</sup> April	Wednesday 4 <sup>th</sup> April
Wednesday 2 <sup>nd</sup> May	Wednesday 25 <sup>th</sup> April
Wednesday 6 <sup>th</sup> June	Wednesday 30 <sup>th</sup> May