

## Submitting a community news article

### How?

It's best to let us know in advance that you plan to submit a piece. That way we can advise on whether a news piece is the best way to share your story.

Email [pressoffice@rsc.org](mailto:pressoffice@rsc.org) with an outline of what you'd like to write about. Try to include:

- What is happening and when?
- What makes this a story that people will want to read?

Once we have agreed to cover your story, it's time to start writing!

### Writing a great story

See our [online resource](#) for an example of how to structure your story. The important thing is to include the key elements explained in our [example story](#), and not to overwhelm the piece with information.

DON'T	DO
<ul style="list-style-type: none"><li>✗ Write too much, or you will lose your readers' attention</li></ul>	<ul style="list-style-type: none"><li>✓ Keep the story between 200 and 800 words. Remember short and sweet is often better</li></ul>
<ul style="list-style-type: none"><li>✗ Describe everything that happened in blow-by-blow detail</li></ul>	<ul style="list-style-type: none"><li>✓ Pick out one or two elements to expand upon</li><li>✓ Describe the <i>impact</i> of the event/activity on yourself and others</li></ul>
<ul style="list-style-type: none"><li>✗ Name-drop – whether someone from history, or someone significant within the group or meeting</li><li>✗ Mention lots of names that won't mean anything to those who weren't there.</li></ul>	<ul style="list-style-type: none"><li>✓ When mentioning someone by name, explain who they are, however well-known they might be.</li><li>✓ If you need to name-check/thank people, consider including a photo of everyone with an appropriate caption, or a paragraph at the end saying "I would like to thank..."</li></ul>
<ul style="list-style-type: none"><li>✗ Forget who your audience are</li></ul>	<ul style="list-style-type: none"><li>✓ Our readership includes members, non-members, chemists and non-chemists. How would you make your story sound exciting to a friend who wasn't there and isn't familiar with your area?</li></ul>
	<ul style="list-style-type: none"><li>✓ Include pictures</li><li>✓ Include quotes</li><li>✓ Include anything funny or unusual!</li></ul>

### Editing

- Prepare to be edited. Whilst we will try to keep your 'voice', we may make small adjustments for style and flow.
- You will have the opportunity to approve the final copy before it's published.

## Images & video

- Please send us a few photos or a recording of your event if you can.
- If you include people's faces in photos or video, you must ask their permission and confirm to us that you have done so for everyone who is recognisable in the picture.
- Please tell us who holds the copyright for each photo. (If you took the photo, this will simply be yourself.)
- We may use your photos and video – along with a full or edited version of the accompanying content – in news articles, webpage content and on social media posts.