

# Style guidelines for guest authors – the Food Ethics Council

## Thematic focus

The overall theme of the Food Ethics Council's work is the ethical issues that face the world's food systems. Our aim is to challenge accepted thinking on food and farming, and to provide a platform for a diversity of voices. In submissions from guest authors we are looking for positive potential solutions to the challenges that face us in relation to providing access to healthy, sustainable and culturally appropriate food for the world's citizens.

As we are politically independent we do not accept blogs or articles that are overtly political in nature.

## How to submit your article or blog piece

All submissions to the Food Ethics Council should be made electronically in MS Word, and e-mailed as an attachment to [liz@foodethicscouncil.org](mailto:liz@foodethicscouncil.org).

Please send an accompanying image with your text, if possible. Do not insert images into the text – Instead send them as a separate attachment. Please read the Images section below for important copyright information.

Please also send a brief author's biography of up to three sentences

Usually, the topic of your article or blog post will already be decided in discussion between yourself and the Food Ethics Council. However, if you are contacting us for the first time to propose a blog post on a specific topic, please email our head of communications, Liz Barling on [liz@foodethicscouncil.org](mailto:liz@foodethicscouncil.org).

## Ethics

### ***Accuracy***

Contributors are responsible for the factual accuracy of their work.

### ***Plagiarism***

Unattributed use of other people's work is unacceptable and harmful not only to the author but also to the reputation of the blog. Responsibility for any plagiarism will rest with the author.

### ***Comments***

We will moderate comments and replies. However, we would be grateful if you could keep an eye on the blog once it's gone live and respond to any direct questions or particularly pertinent comments. Please do also let us know of any offensive or unwarranted behaviour.

### ***Rights***

All text published on the Food Ethics Council's website will be under a Creative Commons license, whereby work can be quoted or reproduced elsewhere as long as it is properly attributed and linked back to the Food Ethics Council, and as long as it is not reproduced for commercial use. ([The Creative Commons website has more information](#)). Unless otherwise informed, we assume that submitted

articles are offered for exclusive publication to the Food Ethics Council and that no piece accepted for publication will be published elsewhere simultaneously in any form without our knowledge.

## Conventions

### **Size**

Blog posts are normally between 400 and 700 words in length. However, for in-depth posts, or for publication in hard-copy, length will be negotiated between the Food Ethics Council and the author.

### **Information to be submitted with your text**

- Title of the article or blog, set in bold
- Your name directly below the title
- A link to your twitter profile (optional)
- Two or three keywords
- A caption for your image
- The source and any copyright information in brackets

These should be separated from the text by a double space.

### **Images**

Contributors are strongly encouraged to provide an image to accompany their post. This may be a photograph, graphic or cartoon. Pictures can be in gif, png, or jpeg format.

Please note, that it is essential that we have permission to publish that image, either through a Creative Commons license or through explicit written permission from the copyright owner.

### **Spellings**

- The Food Ethics Council uses UK spellings for all articles, wherever the author is based.
- Spellings in quoted texts should not be altered. If they are obviously incorrect, insert [sic].

### **Speech/quotation marks**

Use single quotation marks for:

- Non-attributed special use: e.g. The misuse of the term 'humanitarian' by political forces
- When a word or expression is defined, the definition (or gloss) appears in quotation marks: B.C. stands for 'Before Christ'.

Use double quotation marks for direct speech or for quotations from other articles etc.

### **Numbers**

Numbers one to nine are written out in words. Larger numbers are presented as figures unless they begin a sentence.

### **References**

We would prefer that references in blogs are kept to a minimum (up to six is ok). Please include any references as endnotes.

### **Hints and Tips**

**Titles:** Only capitalise only the first word (e.g. Exploring food systems). No full stop is necessary at the end. Catchy titles are great, but make sure that they directly indicate what the post is likely to be about. Try to keep post titles short. (Please note that the editor may change the post title).

*Opening paragraph:* The opening paragraph is an invitation to the busy reader to read further. A good way to open your text is to engage with your topic immediately, preferably making clear from the opening sentence what you will be talking about.

*Links:* Links can be useful, but if over-used can also be distracting for the reader. If you do use links within your blog, please make them descriptive, and try and avoid using 'link' or 'here' (e.g. click **here** for more information).

*Style:* The style of writing for a blog is very different to an academic essay or a report. Above all, your writing should aim to be clear, concise, compelling, direct and accessible to a broad, global audience. Short sentences are better than long ones. Short words are better than long ones too. Avoid the passive voice. If in doubt, consult [The Economist's style guide](#).

*Content:* Opinion and commentary is welcome, even if provocative, but the Food Ethics Council will not tolerate inaccuracy or distortion of facts.