



UNIVERSITY *of* LIMERICK
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UL LINKS

Publishing and editorial guidelines



UL LINKS

Publishing and editorial guidelines –An Introduction

UL Links was set up to give a platform for highlighting the exceptional stories emanating from this campus and going forward, it will continue with that ethos of telling stories from a young and vibrant university that is helping to shape and advance society, culture and industry in a regional, national and international context.

#ThinkBigAtUL encompasses that very ethos and as a university with more than 100,000 alumni, the enterprising energy on campus makes for a source of great story telling and UL Links will continue to harvest those stories to share with its wide and varied audience.

This policy aims to address the editorial direction of the magazine and how those stories are told.

The five Ws (plus H) is the backbone of how any story is told or written and in establishing a publishing policy for the UL Links magazine, those questions need to be asked and answered.

In answering those questions, a general direction is given to UL Links and its mandate.

WHAT is UL Links? – A print magazine showcasing stories from University of Limerick.

WHO is its audience? – The campus community and beyond – in essence, everyone interested in UL.

WHERE does it live? – UL Links lives in a glossy print magazine and at its dedicated website.

WHEN is it published? – It is proposed to print twice yearly, but there is a timeless capacity online.

WHY are we doing this? – To showcase UL originated stories through a premium tangible asset.

HOW do we do it? – Though the implementation of an editorial policy that will yield the best results.



MISSION STATEMENT

UL Links, a University of Limerick publication which aims to showcase the very best of what is happening at the institution through its education, research and innovation.

UL Links is a print publication, supported and enhanced by a dynamic website, which aims to keep its readers informed about activities and the extensive collaborations within the campus community.

UL Links will highlight inspiring and interesting stories from different stakeholders and publish them in a 170gsm gloss covered high-quality magazine style publication. Those stories and more will also be published on the dedicated UL links website.

UL Links is about the people and their stories – students, alumni, academics, researchers and staff - they are the lifeblood of the University, because human interest, non-corporate storytelling works best.

PURPOSE

The purpose of UL Links is to promote the activity within University of Limerick to its audience both on and off campus in a tangible way through a physical print publication and for it to further develop as a marquee publication for use by executive and beyond.

It is essential that there is all campus buy-in (from student to executive) as to the success of UL Links and its relaunch, therefore it is essential that the implementation of the iterations within this policy is done in-line with the project goals.

PROJECT GOALS

The goals of the project behind the refresh of UL Links are to rejuvenate the publication and make it a major platform for highlighting stories of all UL faculties, departments, alumni, friends and beneficiaries.

The project will also aim to seek out ground-breaking, innovation and research stories that can be shared with our international audiences, however it is not limited to that criteria alone. Our domestic audience is as important as it is essential.

To showcase the University through a tangible asset that goes beyond the binds of its print form. The aim is to tell the many stories of a young, vibrant and ‘can-do’ university that is helping to shape and advance society, culture and industry in a regional, national and international context. The message portrayed is that UL is young, increasingly global and always innovative in spirit.



PUBLISHING POLICY

Based on industry best practice, a publishing or editorial policy is essentially a guide on how to handle the content of the magazine on the basis of its objective and mission and of the demands of its target audience.

Furthermore, this policy offers a set of guidelines on editorial style and content authorisation so as to control the presentation, format and style of the magazine.

This will guarantee a coherent presentation of information within each edition of UL Links. Editorial style will also have to be individually adapted to the target audience.

This policy will urge authors to “Write for your readers”.

Writing for a journal publication, information brief, a website blog or for printed publications all differ.

Content cannot simply be transferred from paper to the internet without being adjusted.

In summary, this editorial policy must provide anyone submitting stories with guidance on:

- ✚ the objective of UL Links in its print and online forms
- ✚ the core values and the strategy of the University and how they are iterated to wider audiences
- ✚ the target audiences and main communication messages to convey
- ✚ the article and style with a reader focus always to the forefront
- ✚ the thematic and or organisational structure of each publication
- ✚ the rules and procedures regarding the provision, approval, and use of content
- ✚ the users’ feedback collection, management and analysis

UL Links needs to be creative as well as being reflective of the overall brand that it sits under and it is the responsibility of the editors, together with the MarComms Department, to uphold that.

EDITORIAL GUIDELINES

Stories published in UL Links, be it in print or online, will be selected on the basis that the submissions will have adhered to the guidelines set out – content written for the reader. The purpose of establishing this policy structure is meant to guide curators and content creators as to the editorial style and preferences of the publication.

Having these in place will remove any ambiguity surrounding the editorial guidelines and subsequent decisions made on what is publishable in print or online or both based on editorial experience.

Editorial decisions made on submissions and articles will be done on the basis of following these guidelines, editorial experience and the policy judgements of those charged with the responsibility of the end product.



The editorial focus is on stories that are exceptional, not just in a University of Limerick context, but on a much wider national and international scale. The aim continues to be broadening UL's reputational reach to an all-Ireland audience and when possible, to prioritise stories with genuine international potential.

Upon answering a call for submissions for each edition of UL Links, a brief of the proposed content or article ideas should be submitted to magazine editors for approval and if deemed suitable for publication, editors will seek that the article is completed and submitted within a specified deadline.

Content/topics

Content needs to promote the goals of UL. It needs to match the interests and needs of our audience and be written in a manner that our target audience will accept, possibly engage with and enjoy.

Business goals

UL Links is a promotional tool and asset that is representative of our forward facing and dynamic profile. Attracting a number of advertisers will be included as a business goal. Companies in the area and with strong links to the university will be approached for commercial associations with the magazine.

Audiences

The UL Links audience comprises of students, academics, researchers, staff, alumni, stakeholders, partners and potential partners as well as the community that surrounds us.

Calendar

It is proposed that UL Links is published twice a year in Spring and Autumn.

General content guidelines

Articles or features must:

- ✚ be of interest to our audience or have a hook which will entice them to read.
- ✚ be timely and relevant.
- ✚ be useful to our audience.
- ✚ be user friendly. (Easy to scan and to understand.)
- ✚ present information in an original manner.
- ✚ have a specific message. Multiple messages should go on separate pages.

For online publication, consideration must be given whether to include a value-added element or additional content such as pictures, graphics, video, set of links, or an opportunity to sign up for a newsletter,

Voice and tone of UL brand

Established almost six years ago, UL Links would carry the message of University of Limerick stories and updates through a determined voice and tone. The voice of UL Links is its personality and the tone is its attitude and while a magazine may fit a certain niche or target a certain audience, its voice and tone can say as much as the information it carries in print.



The voice of UL Links should be confident and energetic while the tone should be clear and focused and in turn will accentuate the mood, feel and vibe of this campus.

During a brand refresh, understanding the brand University of Limerick is an integral part of the process. Our University publication should carry this. UL is central to life in the Mid West as it contributes to not just education but to the wider economic, cultural and sporting spheres.

Core themes associated with the University of Limerick brand and strategy are;

- ✚ To grow and improve the academic reputation both in Ireland and Internationally
- ✚ To educate an outstanding calibre of graduate for employment or further research studies
- ✚ To support our people, staff and the community
- ✚ To actively engage with our city and region and develop those links further
- ✚ To continue to be an embracing, welcoming and diverse campus for all
- ✚ To continually challenge our ambitions and seek out new opportunities

Writing guidelines

UL is young, dynamic and energetic university and that should be reflected in this publication, its voice and tone – this publication (and site) should be looked upon as a medium to do our brand storytelling.

Good writing always considers the user's medium — where the content is being consumed. Since reading on a computer screen, tablet or mobile device is fundamentally different from reading on paper, certain things that work in printed form do not translate well in the digital space.

Writing for digital mediums should focus upon brevity and scannability of information. Users expect to be able to quickly get to the information they need; if they cannot find what they are looking for, they leave the page.

Also, digital as a medium is more about interactivity and users expect to find interactivity and actionable content — that is, content that leads them to other places within a website or to another site altogether.

For all articles, first person references should only be used for online blog post submissions or commissioned opinion pieces.

Avoid heavy or cumbersome language that is normally associated with academic writing, this is not a journal article so position and form the piece to tell the story.

Submissions will be reviewed on the basis of ROT (redundant to the magazine, outdated or trivial) and if it is of value to the reader.

Explain acronyms once and at the start of your article and then continue to use the acronym thereafter.

Avoid internal buzzwords and when an editor issues a direction on article length, try to adhere to the specification so as to avoid editing.

For online articles, links to partnering sites, detailed journals or rich content etc will be facilitated.

Good quality high resolution photography is a must.



Quality of the content is important so only the best (most suitable and most relevant) articles will be published in print, online or through both. Every effort will be made to accommodate all submissions.

Post publication

Issues, corrections or further submissions will be handled by editors and dealt with in a manner agreeable to this policy and the parties involved although it must be noted that this publication is a promotional asset therefore the article type will be more human interest in nature.

UL Links will respect the rights of authors, designers, photographers and those associated with the magazine creation and every effort will be made to verify the material to be published.

The editorial and design team is happy to receive constructive criticism and suggestions

While we cannot publish all work received, we appreciate the time and effort put into the writing of non-commissioned or past deadline submissions, however a place online is available should the material meet with the outlined editorial criteria.

A successful magazine demands great effort of many participants, particularly the editorial team consisting of editors, designers and curators.

Decisions made on editorial content are based on its suitability to fit the criteria of the UL Links magazine and the experience of its editor(s).

WHAT NEXT

Let us start telling our story our way and not when we have to in new and creative ways with engagement from leadership and the entire university community.



SUBJECT POINTS

- Cover picture linking to feature story – maybe Patrick O’Donnell
- Welcome note from President
- Contents
- First feature – visually strong and second best story in the magazine
- Cover feature
- Meet a featured figure from the campus – the big interview
- Human interest story featuring focusing on one of the strategic pillars
- Professor talk
- Sports story
- Alumni link to industry
- Cutting edge research story
- Major event – and its impact in UL
- Technology developments and industry collaborations
- Health and well being
- Sports scholarship students
- My favourite place or thing in UL
- UL’s external influence on history
- Education and Health Science
- Music
- Arts
- Culture
- Food
- Story of outstanding community engagement from UL reps
- Alumni abroad
- Business _ KBS and Stephen Kinsella
- Educational advances
- Student focus
- Bernal Institute
- The lesser known parts pf the campus
- Lero
- Confirm
- SSPC
- Dairy Processing Tech Centre
- Strategy
- Supplement
- RKD future development campus master plan



- Sanctuary – Athena Swann
- Year in review – year ahead
- Global links and ambitions
- Guest writer comment
- Limerick and regional focus but with a link to UL (either author or subject)
- Picture stories
- History and heritage
- STEM and a female perspective of work life balance
- Brexit – academic comment
- 10 minute questionnaire
 - ✚ Entrepreneur most admire
 - ✚ Guilty pleasure
 - ✚ How do you unwind
 - ✚ Cash or card
 - ✚ What is in your pockets / bag or manbag
 - ✚ What was the last book you read
 - ✚ What is the best advice you have ever been given
 - ✚ What is the best advice you have ever given
 - ✚ Who is the most famous person in your phone contacts
 - ✚ Who did you speak to last
 - ✚ Work life balance, do you manage it
 - ✚ What is your favourite possession
 - ✚ Your most memorable holiday
 - ✚ Social media, are you online and what do you use
 - ✚ If money was no object, what would your fantasy purchase be
 - ✚ What is the first website you look at in the morning
 - ✚ Early bird or night owl
 - ✚ If you were Taoiseach for a day what would you do
 - ✚ What person do you most admire
 - ✚ Other than the campus at UL, what is your favourite place in Limerick
 - ✚ You have three lines to tell us something we don't know or something you want us to know

And above all...

YOUR IDEAS

This is our flagship publication so we want the best