



Recommendations for Authors and Editors (June 2016)

FIT TRANSLATIO

- Headlines are a kind of condensate of the article and should be engaging, so that readers are attracted to read on. The headline should be no longer than six words.
- A subhead or lead-in is useful and helps condense the information/introduce the news. It is strongly recommended.
- Include a “By” line after the subhead (name of author).
- Most people don’t read more than the headline, subhead and perhaps the first ten lines of an article. All the important stuff should be on the first ten lines (principle of the inverted pyramid). The first lines have to catch the readers’ attention.
- Acronyms: The first time they appear in an article, always write the whole wording followed by the acronym in ().
- *Translatio* readers are mostly non-native English/French readers. Stay simple in your word choice.
- *Translatio* is a newsletter, so articles should be in the range of 300-500 words and include a photo. Please include a photo caption and photo credit.
- The *Translatio* editorial team reserves the right to shorten and edit the submitted texts.
- When reporting about events and conferences, please convey the gist of the discussion and conclusions, or an overview of the main theme. Please bear in mind that, even though delegations may find it important to honour their members and regions by including full names and titles of speeches, long lists with extensive details on each component of a conference can make for difficult reading.
- All articles submitted in English should use European spelling and date format (it will save editing time).
- Remember to be consistent in the use of tenses when telling a story or using quote verbs.
- More guidance on how to write stories:
<http://www.mediacollege.com/journalism/news/write-stories.html>
- Recommended style guide: <http://www.economist.com/styleguide/introduction>

***Translatio* is a powerful communication tool for FIT associations.**

Please help us make it relevant to the entire FIT community by contributing original, lively stories about the activities of member associations!

About the *Translatio* Task Force

The *Translatio* Task Force is committed to publish the newsletter four times a year, each first day of January, April, July and October, in English and French. The deadline for submissions is always the 10th of the preceding month. **Members:** Catherine Hodot (SFT), Jaroslav Soltys (SSPOL), Jane Rollet (SFT), Sabine Colombe (chair and Council liaison, FIT Secretary General, SFT), Marita Propato (AATI).