

Article types - Elm magazine

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Note: As a rule, Elm content should conform to one of these article types to increase content consistency and quality and to develop readers' familiarity with Elm content. These descriptions function as briefings for commissioned writers and correspondents.

Note 2: Elm Magazine only publishes photographs in two frame rates: 3:2 (horizontal) and 1:1. (square). All the illustrations and photos should be planned and agreed beforehand with a member of the editorial team. Elm will not take any responsibility for offering compensation for photos that have been taken during the interview without prior agreement, nor will we offer compensation for grainy, dark, unfocused or in other ways unsuccessful photographs.

News story

length: 1000-4000 characters incl. spaces

illustration: (horizontal) photo related to the event, preferably from a live situation

elements: title (max. 50 characters), intro (max. 200 characters), text, subtitles, possible info box

aim: Provides information and/or commentary from an AE angle on a topical event, phenomenon, trend (something that is happening right now or something passed but which still has impact). "Inverted pyramid"-structure. Start with what has happened, why you are telling the story. Make sure you answer basic questions: What, where, who, how and most importantly why. Put background information to the end of the story. National or European scope but national events must be relevant for the European reader.

writer: staff/correspondents

Spot on = The spot for Elm columnists

length: 2000-3500 characters incl. spaces

illustration: writer's image

elements: short title, intro (max. 200 characters), No subtitles: use of **CAPS + BOLD**

aim: approach a relevant theme with a personal viewpoint: preferably polemic, critical, even humorous.

writers: commissioned/correspondents

Feature

length: 7000-12 000 characters incl. spaces (depending on the topic)

illustration: 1-4 (horizontal) photo related to the topic + possibly portraits of the interviewed people

elements: Use of minimum 3 independent sources that can be interviews, scientific articles, publications etc. Title (max. 50 characters), intro (max. 200 characters), text that including short quotations from the interviewed, subtitles, info box (a bullet point list stating the basic facts about the interviewed people and/or the topic).

aim: Features are the flagship articles of Elm Magazine. They aim at discussing a theme, topic or phenomenon in depth with an engaging writing style. A feature could be a news feature, an arts feature or a human-interest feature.

writer: staff/ experienced correspondents

3 quick ones

length: 2000-3500 characters incl. spaces

illustration: (horizontal) photo related to the topic + the interviewed person

elements: title (max. 50 characters), intro (max. 200 characters), text in q&a format, subtitles, info box (a bullet point list stating the basic facts about the interviewed person and/or the topic)

aim: Provides a quick, easy to read expert analysis or reaction of some topical phenomenon. Format: 3 short questions, 3 concise answers, in the interviewees “own voice”.

writer: staff/correspondents

Three voices

length: max 7000 characters incl. spaces

illustration: (horizontal) photo related to the topic (may be symbolic/stock photo) + 3 photos of interviewees, frame 1:1

elements: title (max. 50 characters), intro (max. 200 characters), text, subtitles, 3 info boxes (bullet point lists stating the basic facts about the interviewed people)

aim: a three-part interview where 3 experts give their opinion to the same topic. The idea is to shed light on one theme from different angles. Not in a question-answer format: the answers are placed in quotes in the text.

writer: staff/correspondents

World of Research

length: 6000 - 8500 characters incl. spaces (max.12 000 characters incl. spaces with prior agreement)

illustration: suitable image (researcher in question/symbolic image) + writer’s image

elements: title (max. 50 characters), summary (max. 300 characters), text, subtitles, info boxes, contact details of writer. No academic conventions of writing or references in text. There may be a short bibliography at the end of the text.

aim: To journalistically report on new research for non-academic readers OR introduce/revisit the basics of an influential classic theory/research. Placed in context of current scholarship by explaining why it is important to report right now on this piece of research.

writer: commissioned/correspondents

Essay

length: 6000 - 8500 characters incl. spaces (max. 12 000 characters incl. spaces with prior agreement)

illustration: symbolic image + writer's image

elements: title (max. 50 characters), intro (max. 200 characters), text, subtitles, contact details of writer. possible info box giving context to the topic and the writer.

aim: gives an expert's view and analysis of a particular issue/ phenomenon and thus strengthens the readers understanding and knowledge of a topic. Style is contemplative and in-depth. The essay should not conform to academic writing conventions, and endnotes and references in text are discouraged. The writer may include a Further reading section after the text in place of a formal bibliography. The voice and opinions of the author may be heard. Concrete examples are encouraged.

writer: commissioned/correspondents

Debate

length: max 6 000 characters incl. spaces

illustration: debaters' images (preferably in the same setting, if not possible, both separately + symbolic image)

elements: title (max. 50 characters), intro (max. 200 characters), text, info box (a bullet point list stating the basic facts about the interviewed people and/or the topic), both debaters' (and Elm's) comments are visible (X: "yes" y: "No, I don't think so").

Before the debate starts, there should be an introductory paragraph introducing the debaters and the topic.

aim: Giving a balanced view of a topic by having two writers debate the topic in writing. If the article cannot be written based on a live debate, the interviewees should see each other's texts to be able to "debate" on paper.

writer: Elm staff or correspondent/ 2 interviewees, editor makes texts communicate with each other

Toolkit

length: max 6000 characters incl. spaces

illustration: photo of interviewee, possible illustration photo

elements: title (max. 50 characters), short intro (max. 200 characters), text, info box (a bullet point list stating the basic facts about the interviewed person and/or the topic)

aim: In this series, an AE expert gives concrete tips to the reader on some theme (a didactic technique, a technical skill, a communication skill etc.) The description of the technique should be so clearly explained

that the reader can try it based on the article. There should be an introductory chapter introducing the expert and the topic, after which the text should change to a tutorial-style description of the skill to be learned.

writer: staff/correspondent

Handpicked

length: max. 3500 characters incl. spaces)

illustration: photo of interviewee, possible illustration photo, info box (a bullet point list stating the basic facts about the interviewed person)

elements: title (max. 50 characters), short intro (max. 400 characters), text as a list of media items and links, possible info box

aim: In this series, an AE expert selects a media menu on a particular topic for the reader. The expert recommends at least 2-3 blogs, books, tweeters, journals and possible other media for the reader. The idea is to give the reader either a “starter kit” for getting to know a particular theme or a more advanced tips, depending on the case. Points the interested reader to more resources on a given theme or familiarizes an inexperienced reader to a new topic.

writer: staff/correspondent + interviewee

Portrait

length: max. 7800 characters incl. spaces

illustration: interviewee’s headshot, preferably from a live situation, not an official portrait!

elements: title (max. 50 characters), short intro (max. 200 characters: Introduction to the interview (who is the person, why we are interviewing him/her etc.) + interview, info box (a bullet point list stating the basic facts about the interviewed person)

The portrait has a three-part structure: the past, the present and the future, but not necessarily in that order. In the “past” we explore how the person became who he/she is now, what choices and events led to that. In the “present” we focus on what they do now –work-related or not, depending on the person. In the “future” we ask what kind of long-term plans or ambitions they have or even what kind of legacy they want to leave through their work.

aim: to present an inspiring colleague/expert/author/learner. This is an interview but not focusing on the interviewee’s expertise but on the interviewee him/herself. The angle with which Elm approaches the person is learning: the portrait should always reveal the person’s relationship to learning, and its meaning in his/her life.

writer: Elm staff/correspondent

Interview

length: most often 3000-4500 characters incl. spaces (max. 6000 characters incl. spaces)

illustration: interviewee's headshot (medium close-up), preferably from a live situation, not an official portrait!

elements: title (max. 50 characters), short intro (max. 200 characters: (who is the person, why we are interviewing him/her, the central argument in the interview ...) + interview. info box (a bullet point list stating the basic facts about the interviewed person)

The interview can be done in either question – answer style (Elm's questions and interviewees answers visible) or written out as an article with quotes, info box (a bullet point list stating the basic facts about the interviewed person)

aim: various aims: to get an expert's viewpoint on a topical matter, to give a human face to an issue.

writer: Elm staff/correspondent

Reportage

length: most often 6000 – 8000 (max. 10 000 characters incl. spaces)

illustration: preferably several photos of the event/experience and the main interviewees

elements: title (max. 50 characters), intro (60 words), text, possible info box (a bullet point list stating the basic facts about the interviewed person and/or the topic)

aim: The reportage conveys the feeling of “being there” on the “site” of the reportage (be it an event, classroom, etc.), describing also the emotional side/atmosphere of the site of reportage. The aim is to cover a given topic through the journalist experiencing it first hand – the experiential side, and the emotions and intellectual processes that are set in motion by the experience is the “value added” of the reportage compared to other genres. The journalist him/herself can be present in the story and the first person “I” can be used if agreed. Nevertheless, the journalist's role should be that of an observer, interviewing people involved in the topic, and letting the reader draw their own conclusions. If possible, interviewees should include people with differing/opposing viewpoints to the given topic.

writer: staff/correspondent

Bottom Line

length: max. 6000 characters incl. spaces

illustration: photos of interviewees

elements: title (max. 50 characters), short intro (max. 200 characters), text, possible info box, first person narrative (“I”)

aim: We trace the work of an adult educator to a concrete change in another person's life. This makes the work of the adult educator visible and makes professionals think about the effects of their own work. Many people in AE have no direct contact to learners but their work still furthers learning. This series uncovers also these stories and builds professional pride.

writer: staff/correspondent

Review

length: max. 4000 characters incl. spaces

illustration: if appropriate + writer's image

elements: title (max. 50 characters), details of the reviewed item (e.g. Book's authors and name in APA style, ISBN number.), intro (max. 200 characters)

aim: presents and review relevant literature, cultural or art product, projects and websites. The literature reviewed can be new or even classics, in which case we can bring a classic to discuss with current themes. Summarises the content of the review item in a nutshell, reviews the content (good and bad points) and indicates who would benefit from reading the item.

writers: commissioned/correspondents

Video content

“Video content” obviously refers only to the medium of the story, not the content itself. The content may take many forms, from video interviews to video reportages documenting an event.

Elm publishes videos that are professional (TV or better) quality. Some guidelines for the video:

- max. length 3 minutes if not previously agreed otherwise
- size and quality: 1920-1080, AAC sound
- continuous editing
- use nametags for the interviewed
- Elm logo top-right angle + the end
- use subtitles if possible, also in case the language is English

Photo reportage

length: 5-10 photographs with captions

elements: short title (max. 50 characters), intro (max. 200 characters). If the theme requires, concise textual introduction to the topic (max. 1000 characters)

aim: approach a relevant theme with a visual viewpoint. The reportage conveys the feeling of “being there” on the “site” of the reportage (be it an event, classroom, etc.), describing also the emotional side/atmosphere of the site of reportage.

writers: commissioned/correspondents

For ELM's writers – How will I get my compensation?

1. **In case you have a company → your company should invoice KVS**

Please, check that in invoice includes:

- Your company VAT-number (outside EU company ID), Your company address, Your Company email/telephone

- Our company name (Kansanvalistusseura sr.), our company VAT-number (FI01165894), Our company address (Cygnaeuksenkatu 4, 00100 Helsinki, Finland)
- What you sold (name of the article, photos – please separate these) and sums
- Please, always mention that invoice/article is "ELM"
- Your company banking information: account number (or IBAN), SWIFT-code, bank name, street address. Please if your home currency is not euro, be sure that IBAN and SWIFT code's you usually use is for foreign currency.
- Your invoice references
- Total sum
- Send invoice to info@kvs.fi

2. In case you don't have a company → you shall be paid a writer's salary

Please, fill out attached Tax at Source Card.

- You don't have to fill "Stay in Finland" and "Work in Finland" paragraphs.
- Provide your personal banking information (account number or IBAN, SWIFT-code, bank name, street address) for us. Please if your home currency is not euro, be sure that IBAN and SWIFT code's you usually use is for foreign currency.
- Return Tax Card Application and Banking information to info@kvs.fi.
- We will sign the form and send to Finnish Tax Authorities.
- After receiving Tax Card (this takes a couple of weeks), and your article/photos - our accounting office will be able to pay your fee.
- Fees will be paid 15th of each month.