A VOICE FOR ALL MUSIC

Deadlines

- ENews is mailed out every 2nd Wednesday at 10am. A combination of news and Journal articles are included in the Enews.

- Articles are to be submitted on the **Monday prior to the Enews mailout by 12pm.** (If you have any leave lined up and are unable to submit articles on time, please let us know ahead of time so we can plan accordingly.)

- An outline of stories for the upcoming Enews must be pitched to the CEO, Chris Bowen one week in advance on the **Monday** for approval. chris@musicaustralia.org.au

- If reporting on timely news, these are to be submitted that day and for uploading into the website/social media. (These won't necessarily make it into the Enews, this depends on when the news breaks). No reportage on out of date news. E.g. APRA Music nominees just announced unless it's a reflection/opinion piece.

- Timesheets for the previous fortnight are to be submitted to finance@musicasutralia.org.au by 10am on the Monday prior. (pay will not be processed and will have to wait another fortnight)

Where to submit articles

- Please submit articles to the server at: Munin/ENEWS CURRENT.

- Within the ENEWS CURRENT folder you will find a folder titled with your name. Within each folder is an *Images for current issue* folder and an *Archives* folder housing past articles. Place your current articles in the folder titled with your name and images in *the Images for current issue* folder.

Length of articles

- Enews: 300-400 words
- Journal: 800-900 words

Information to be included for each news/journal article

- **ENews Category:** National/Contemporary/Classical/Education/Community/Opportunity
- **Author of article**
- **Title of article**
- **Short summary (30 words max)**
- **Full length article to go on website**
- **Image:** Image formats: landscape, JPEG/PNG/GIF files. Save to the *Images for current issue* folder. If you are unable to upload images, a link to the image source is OK. (Please check to make sure the link works.) Images should be at least 700px in width.
- **Title of image**
- **Credit for the image (source and/or photographer)**
- **Caption for the image if needed**

Format, phrases and branding

- Single space
- Use *italics* for titles of books, musical works, etc.; emphasis and foreign words.
- Use double inverted commas for quotations
- No bold text
- Use Harvard System for References
- Dates are to be written 5 June 2014, no commas, no use of 5th, 2nd etc
- Non-Profit when used in a sentence to be written as non-profit.
- Numbers when used below ten to be written as a word and when above ten can be written as a number i.e. Four vs 12.
- List references in alphabetical order at end of article
- Number non-bibliographic notes consecutively at end of article
- Titles should be kept short – subtitles can be used (for the Enews must be under one line)
- Spelling should conform to the Shorter Oxford Dictionary
- Subheadings are helpful in long articles
- Shorter paragraphs are easier to read online
- Single, not double space at the end of sentences.
- Music Australia should always be written in full, not abbreviated
- *Music: Count Us In* is written as such, with a colon and italicised
- Commas separate people's names and titles eg: Chris Bowen, CEO, lives in Queensland

Search Engine Optimisation (SEO)

All content is now being written for a digital environment so should be written with SEO in mind. Some tactics for this include:

- Use keywords and key phrases as early in the article as possible, preferably in the first sentence, and at the very least in the first paragraph.
- Company names should always be hyperlinked to that company's website
- Use hyperlinks: Highlight key words and phrase and add the web address to which you want to link. Make sure every link is a quality website that offers sound information and easy navigation. These can be more than simply linking to another organisations website. Avoid use of 'click here' where possible.
- All images require title tags
- Use key words in article titles – while creative phrasing can be great, it's good to get keywords into the titles and URLs

Biography

Please include a short biography about yourself no longer than 100 words. Headshots should be provided as a JPEG

Audio Samples

Use of audio samples and embedded Youtube/Vimeo videos on Music Australia website is possible but must be cleared for copyright.

Writing Style

The writing style and tone of articles differs significantly across *Music Australia's* platforms and writers must take this into consideration.

Music Journal Extended news pieces /news posts

Journal articles and news articles should maintain a conversational, casual tone. Written usually in first person, they reflect personal opinions about an event, idea or creative work. By raising issues about various aspects of music, they aim to elicit discussion amongst our readers – posing overt questions as a catalyst for responses is encouraged.

Enews tips
- Observe geographical balance – we're a national organisation!
- Less what's on, opportunities, competitions – only if they contain the exceptional or news
- Less on stories that are covered elsewhere – applies mainly to contemporary: we're more focused on policy, industry development, and charting the evolution & development of music in Australia

If relevant details of performance events are added to the end of the article, they should be written under the heading Event Details, with relevant web links, in the following format.
- Event Details
- Name of Event
- Time, Date
- Venue
- Venue address
- Book here, hyperlinked to ticketing link

Use of opinion, first person, tone of voice

While the Music Australia supports the active exchange of ideas and encourages contributors to express their personal views on matters, it will not publish material which, in its opinion, criticises or portrays members of the music community in an intemperate or otherwise inappropriate manner.

Music Australia reserves the right to make editorial decisions about any material submitted for publication. You must inform the Editor if you are involved with the events you are writing about, as this needs to be acknowledged alongside your article.

Where possible, journal articles shouldn't be written in first person unless entirely necessary.

Music Journal, Interviews and Features

While the tone of these articles ranges from academic through to informal, the content of these articles includes a detailed examination of issues across the sector. We encourage contributions from all areas of professional practice including musical thinkers, arts practitioners, musicologists, and educators. Articles range between 1000 – 2000 words.

Music Australia Industry updates
Written in third person, news articles provide factual information about significant events or projects in the music community

Reviews CD and Books
- Standard length for a review of an EP or album is 350-500 words. Maximum normal length for a double CD package is 800 words, triple CD package is 1000 words.
- *If you don't think the item you are reviewing is very good*, there may be no point in saying so at great length and shorter than 350 words is fine, or you may change your mind and decline to review it.
- Length for a book review is normally around 500 words.
- *Titles of albums or of entire musical works*, show in **italics**.
- *Titles of parts of works*, e.g. songs from a suite, arias from an opera, movements from an orchestral work, in double inverted commas: "xxx".
- Quotations, for direct quotes from an interviewee: "xxx xxx"
- Quotations within quotations: " ccc 'ek wlj' ddd"