



## THE MCAA BLOG

### Editorial Guidelines - Instructions for submission

#### Premise

The **MCAA Blog** is a communication channel for and about the Marie Curie Alumni Association (MCAA) community published on Medium. **The MCAA Blog is a publication venue for science communication and public outreach.** Its main aim is the **dissemination of information** about past and current: (a) MSCA projects (Doctoral Networks, Postdoctoral Fellowships, Staff Exchanges, COFUND, MSCA & Citizens); and (b) activities of MCAA Chapters and Working Groups, events, and members' achievements.

The primary readership is formed by all MCAA members, that is, scholars from STEM, Humanities, and Social Sciences. **Please consider that your text will be read and should be understood by scholars working on topics very distant from yours, and adjust your style accordingly.**

#### Type of articles

We welcome a vast range of articles, like:

- articles presenting current MSCA projects, providing a general overview and/or initial or mid-term results.
- articles on MSCA projects that have already concluded. In this case, especially if the project ended more than two years ago, please do not simply present the project and its results, but provide some additional background such as how being part of a MSCA project has impacted your career or how your research has set the stage for current work in the field.
- "where are you now" articles, with an emphasis on how being an MSCA fellow or being part of the MCAA has impacted your career.
- articles about recent or upcoming events and activities organised by MCAA Chapters or Working Groups.
- articles on personal experience as a MSCA fellow and/or MCAA members.

If your topic does not fit the list above, please write to us with your pitch.

#### Submission

Articles should be sent in WORD format (.doc or docx) exclusively via the email available on the website. Articles submitted through other channels will be ignored.

The Word file should be named using the surname of the author (the first author in case of multiple authors) and a short title: **MCAA\_Blog\_Surname\_ShortTitle.doc**



## Publication schedule

Your text will be published in the first free slot available, meaning it may not be published in the issue closest to your submission.

## Article's length

The MCAA Blog accepts articles between 500 and 1,200 words. Texts outside this range may be considered on a case-by-case basis.

## Structure of the article

### 1. Title

Short and snappy is best. The title should not run more than 8 words. It should be written in the active voice and the present tense.

- ***YES: An MCAA project educates youth***
- ***NO: Youth are educated by an MCAA project***

In general, the title should be relevant to the subject. Try to avoid question marks and exclamation marks.

### 2. Teaser

One or two short sentences, maximum 60 words. Do not use complex, non-everyday terms. Before writing, ask yourself: What is the essence of the article? The teaser should convey this main message in a lay way. Together with the title, the teaser should 'hook' the reader's interest.

### 3. Article body

The text should be broken up by subheadings, which help readers scan the text to find what they are looking for and have a clearer overview of the topic and discussion. Subheadings should not be longer than 5 words.

- *Examples of subheadings: **A tale of two scientists** and **What's next?***

Write the text of your article always using the active voice. Possibly, sentences should not run longer than 35 words.

Bullet points add variety to the layout. Best to present a list using bullet points rather than commas. However, use bullet lists sparingly.

Use bold to highlight important keywords or sentences. Italics or underlined text is allowed.



**Style/tone/language:** The MCAA Blog accepts articles in English. Please write in simple English. This does not mean dumbing everything down. It means ensuring you are explaining things in a way that a broad audience can understand. Avoid jargon. If necessary, then explain it.

A good platform for testing how accessible your article is for lay readers, is the readability checker: <http://www.thewriter.com/what-we-think/readability-checker/>. A good score to aim for is 65.

**Spelling:** American English is preferred. British English is accepted ok, but please be consistent within your text.

**Scare quotes:** Use of [scare quotes](#) is not allowed. Against the use of scare quotes, read [Greil Marcus](#), [Larry Trask](#), or Susan Haack's work on the topic.

#### 4. References

- references, if any, should be put as endnotes.
- References should follow the APA 7<sup>th</sup> edition style: <https://apastyle.apa.org/>
- There are fee tools for generating APA-compliant references, such as <https://www.scribbr.com/apa-citation-generator/>

#### 5. Images

Together with the article, please submit two images as separate files.

Images should be high definition..

Images should be accompanied by:

- Credits: "Photo by XXXX", "Image from XXXX"
- A short description

Authors should hold property of the images or have formal authorisation for their use.

It is not permitted to use images from generic online sources (like Google Images) that do not carry credits to authors and authorization for free use. We normally suggest you to use website such as [unsplash.com](https://unsplash.com) to obtain images with no copyrights

#### Further information

For further details, please read the file "Editorial Rules - Instructions for authors" that is available on the MCAA Blog website.