

CDBU BLOG STYLE GUIDE

Word count

Between 800-1000 words, but this is flexible depending on the nature of the piece. Opinion pieces should be short and snappy, but report/manifesto-style pieces can be longer and go into more detail. Longer pieces may be slightly shortened for publication on the blog with the option to download the full-length piece as a PDF.

Deadlines

We ask that blogs are returned to us a week after a pitch is accepted, however this is flexible! We understand that university staff and students have a lot of work on their plate, so please let us know if you need more time to send your piece to us and we will happily accommodate your desired timeframe.

Tone

First-person views are very welcome, but they should be tied into a commentary on the overarching issues that CDBU is concerned with: namely, the marketisation of education, overworked and underpaid staff, casual contracts, mental health, governance and policy, and so on.

Opinion pieces should have a strong 'hook' or message that is argued throughout the piece and returned to in a punchy conclusion. See examples of previous blogs we have published [below](#) to get an idea of the tone we are looking for.

Legal matters

All pieces should comply to UK media law and will be thoroughly checked before publishing. This might mean that edits will be required before we can publish a piece. Any necessary changes will be discussed with the author prior to publishing.

Author names and credits

Due to the nature of some blog topics, such as mental health or other sensitive issues, we are happy to publish certain pieces anonymously. Please let us know if you feel this is necessary for your piece.

Examples of blogs we have published

[The Crisis of Academic Freedom in the Managed University](#)

[We need to talk about academic freedom](#)

[Decolonising the curriculum or 'Operation Legacy'?](#)

[Universities must leverage finances for climate justice](#)

[From Regulation to Regime: are we witnessing a government takeover of universities?](#)

If you have any queries regarding writing for us, please do not hesitate to get in touch with blog editor and press officer Becca Bashford (cdbupress@gmail.com).