

Guidelines for Content Submission AUAP Newsletter “Thrive”

THRIVE, AUAP quarterly is seeking your contributions to the thrice in a year AUAP Newsletter that we intend sharing with AUAP plus wider community. We invite AUAP members to submit a content that fits into the following categories:

- News items, conference announcements, etc.
- Brief articles – short, topical, news-oriented
- Award recognitions, both students and members of faculty
- AUAP Around the World – AUAP Affinity Group activity and event reports
- Student achievements
- Partnerships & Collaborations
- Research
- Community contribution
- Interviews
- Case Studies

Please include a short summary of 200-500 words about your event or activity with photos for inclusion in the Thrive Newsletter

- All articles must be submitted in Word format and include a title.
- Photos (jpg/ png/ editable open files), images, or graphics are encouraged, and may be resized for placement.
- Please include links (URLs) to additional information.
- Word count:
- News items, reports, and announcements – 50 to 200 words
- All articles have a limit of up to 500 words.

- All images and photos MUST be sent separate from the file it accompanies. Do not imbed pictures into Word documents. When receiving pictures, images or graphics of any kind, please do your utmost to ensure that they are of publishing quality. Images of lower quality may be refused. If you do not have permissions to use a copyrighted image do not submit it.
- PDF – Prefer JPGs to PDFs when possible.
- PDFs will not be accepted as articles or other text-heavy items because they cannot be properly formatted to be printed. Ensure that PDFs are not password protected, match the specs for JPGs, and are saved at the highest resolution possible.
- Editorial content should NOT be promotional and does not promote any business or organizations services, products, or brands. It is not classifieds, ads or advertising in any form, or coupons.
- Videos, presentations, and edited audio content are also sought for the newsletters and for also later additional broadcasting communication initiatives under AUAP like Podcast and video channels.

Avoid giving lengthy tables and application forms for the newsletter. The information can be concise for better understandability of the newsletter.

Readers are diverse in industry and experience—but they all have this in common: they are passionate about quality and continuous learning.

Readers seek content that is useful, important and relevant. Does the article offer value in the form of information, best practices, tips, advice, analysis or resources?

First impressions count. People decide within seconds whether to continue reading something. Not sure how to start your article? Try beginning it with an interesting anecdote, statistic or problem statement.

Try to be clear and concise in your writing and use bullets, lists and short sentences and paragraphs where appropriate. Be sure to answer the five W's and H (who, what, where, when, why and how) in the opening paragraphs of your article.

Cite sources and provide references to quotations and facts when used.

File Naming Conventions

Files are required to be prioritized for your content to discern which are high and low priority in that issue's submission. Please sort and name the files in numeric order according to priority followed by a description of the file contents. When you have JPGs or other files that are associated with a particular article, name them numerically the same.

Please note:

By submitting a contribution to the Thrive Newsletter, you are agreeing that the content submitted will be publicly available. Thrive reserves the right not to publish all submitted content in the Thrive Newsletter. Thrive may also use submitted content in a future newsletter issue. Minor editorial changes and spelling corrections will be made. By submitting images to be used with your articles, you authorize AUAP-Thrive to use these images in our publications.

Layout and Design Considerations

We encourage AUAP communities to give us direction in terms of how the future newsletter should look, and our graphics team will take into consideration your inputs as diligently as they can—given that it is a creative process, somewhat open to each designer's interpretation. There are, however, some limitations in terms of what we can and cannot accommodate given page count constraints and the file quality our presses require to print to our standards. In future we want to convert Thrive into a digital magazine.

Newsletter Deadlines:

- April 2022 (May-August 2022 issue)
- August 2022 (September-December 2022 issue)
- December 2022 (January-April 2023 issue)