

Guidelines for Contributions to SWARA

Timelines

SWARA is at present published quarterly and aims to be on sale or in the mail to subscribers and EAWLS members by the middle of the mid-month of every quarter – February, May, August and November.

The deadline for articles and advertising is the last day of the month before publication – January, April, July and October.

Tasters

Contributors are asked to send a one or two paragraph taster about their story ideas and an indication of what pictures or art is available before sending a completed article. This will assist in the Editorial planning of each issue and avoid wasted effort on the part of contributors.

The taster should give an idea of what the story is about and the proposed length of the completed article.

Length

SWARA runs approximately 750 words per page; a normal length feature is two pages (1,500 words) and a Cover story or extended feature can be longer. Rarely will features run more than four pages unless they are separate articles on the same topic by the same or other authors.

Pictures/Art

The look and feel of SWARA is highly dependent on the quality of its pictures and artwork. We need to see low-resolution images in advance to make a choice of what high-resolution pictures we can make use of. These can be put on a CD and mailed to EAWLS or delivered on a flash drive.

All SWARA pictures are in colour.

We do not, except in exceptional circumstances, accept slides unless the photographer is willing to bear the cost of scanning these into digital format.

Sections

When submitting articles it is useful to know which section of SWARA they are aimed at. These are:

Opinion, Cover story, News (generally less than 500 words), Conservation (Species, Habitats, and Communities). Other sections are Ranger's Diary, Book Reviews, Portfolio (for picture spreads) and Conservation Characters.

Content

SWARA's core readership, is middle class, interested in wild life and conservation and/or science.

SWARA serves to inform and educate its readers on key conservation issues from an objective view point. The magazine has established a regional presence as the only conservation magazine in East Africa with a global circulation.

Acronyms familiar in the conservation world (REDD, TRAFFIC, PFM) need to be explained at first reference and referred to with the acronym at second reference.

SWARA also needs more articles about the people behind Conservation and the people affected by the absence or presence of it. Scientific and Natural History stories have a key place, but this needs to be leavened with human interest for readers to understand.

EDITING

The editing process has several stages.

- 1) Submission of a taster and acceptance of story and guidelines for length from the Editor
- 2) Submission of article together with a selection of Jpeg images
- 3) Return to author in Word format of edited article and selection of photos
- 4) Author returns Word format article, with changes if necessary, and photos
- 5) A PDF of the formatted page, with photos, is then send to each author for final proof reading
- 6) The PDF is returned to the Editor with comments and changes as necessary
- 7) The magazine is professionally proof read for style, format consistency, and layout.

There is no intermediate stage between 6/7.

The Editor's word is final.

