

# Studio Edirisa Blog Contributor Guidelines (v5.1; July 2010)

## General

Studio Edirisa is a multimedia magazine that covers three areas:

- success (career guidance/leadership skills/business advice)
- pride (cultural self-respect/cultural variety/African pride/role models)
- creativity (innovation/all forms of art and stimulations)

The blog ([www.studio.ug](http://www.studio.ug) or [www.studio.co.ke](http://www.studio.co.ke)) is only one part of the broader concept that includes a weekly radio show, video production and more. Our primary target audience are young East Africans - from students to young professionals.

## Approach

We want to give our audience inspiration, courage and motivation. We want them to succeed in life and push our region forward! We are serious about our research and quality standards, but we are also *serious about not being too serious*. Studio Edirisa's approach should be lighthearted, conversational, playful and controversial. We cannot be an uptight news site, we are a blog with a humorous and uplifting character that we enjoy making.

Some advice:

1. Before writing anything, do study what is being published at the website.
2. Pay attention to the topics listed. Has one of the topics not had a blog entry for a while? We are eager to get one from you! Most of the topics are self-explanatory (especially when you see articles already published); on the other hand, the more vague *hot & cold world* includes the image of (East) Africa abroad; a more balanced picture of the West; East Africans working abroad reporting about their experience; foreign visitors sharing their East African experience; and so on.
3. What we are most interested in are stories about people, interviewed by you. Know any role model, budding artist, eccentric personality? Ask them some questions, get their opinions. (You are in the role of a journalist here - your focus is on other people's opinions, not yours.)
4. Stories need to be well researched. Get the names and data from all your sources and get them right. Be accurate with numbers.
5. Try and get the full picture - in one blog entry or in a series of entries. Always ask whether there is another side to the story. When using quotes, question the intention of the author. When using numbers and statistics, question their relevance and origin.
6. For photos that are not taken by you we need to know where they are from. We could be in trouble for using photos from other sources, so name your sources (the exact link to the photo).
7. Texts need to be readable, so avoid long sentences and words our average reader won't understand. Keep it short.
8. Avoid repeating words - look for synonyms, enrich your writing.

Ideologically, Studio Edirisa ...

1. is not governmental and not oppositional. We have no interest in politicking.
2. does not support prejudice. Be careful when covering other countries, races, groups - but know that we *do not want to be too politically correct* either! You can provoke if it serves a purpose.
3. is open to all religions. We will not try and convince our readers that one's belief is the right one.
4. is gender sensitive. We highlight women's rights and their pride.
5. cares about environment. When researching a story, keep this side in mind too.

## Structure of entries

1. The topic. What does your entry fall under?
2. The title. Usually chosen by the editor, but the author can give suggestions.
3. The teaser summary: The short text under the title and the picture, ending with "click for more". It should be under 280 characters (with spaces) and as provocative as possible. It must lure a reader into reading the article while possibly already summarising its main points. (You can leave this one to the editor if you prefer so.)
4. The article: Less is more. Most of our audience will not be keen readers. However, there is no official limit.

You can also alert the editor to something published on the internet, together with a teaser summary, or without.

## Comments

Studio Edirisa should be about discussion. When you see your fellow contributor's entry, please comment on it on our Facebook page ([www.facebook.com/studioedirisa](http://www.facebook.com/studioedirisa)) - by doing this you add to the story, bring life to Studio, and make authors feel appreciated (even when you disagree with them!).