UK PONI
UK Project on Nuclear Issues

WRITING YOUR ARTICLE: KEY QUESTIONS

1. What is the hook? This is the news story or significant event that makes your article relevant.
2. What is your argument?
3. Why should people care?
4. Is your analysis original?
5. What evidence is there to support your argument?
6. Is your article easy to understand? Remember that although UK PONI is a nuclear community, the readers might not all be familiar with the specific area you're writing on.

THE PROCESS

1. **Idea submission:** Please send your idea for your article to ukponi@rusi.org or using the form on the Nuclear Reactions site.
2. **Article submission**: After you submit your idea we will get back to you and invite you to submit your article.
3. **First edit**: Once we have received your article the team will provide a first round of edits and return the article to you. This process will be repeated depending on how many rounds of edits are required.
6. **Publish**: Once we have a final piece, we will post it online and send you a link.
7. **Social media**: We will publicise the piece on our social media, and would encourage you to do the same.

WRITING YOUR ARTICLE: THINGS TO KEEP IN MIND

1. **Length**: approx. 800 words. Most people will be reading these on their phones – they should therefore be short and to the point.
2. **Title / standfirst:** These should be punchy. Questions or assertions are best. Try not to use apostrophes because they are less likely to be picked up by search engines.
3. **First paragraph**: This should give us the hook for the article and should present your argument.
4. **Paragraph length**: Keep these short.
5. **Hyperlinks**: To provide evidence for your argument use hyperlinks.

If you have any questions, please get in touch at **ukponi@rusi.org.**