

BSA/Stamma writer guidelines

Firstly, we'd like to say thank you for offering your time and talents to the British Stammering Association and our Stamma website.

Thanks to your articles and personal experiences, we can provide people who stammer with a website that offers both informative and entertaining content, as well as creating an environment where they feel comfortable enough to share their thoughts and seek help should they need it. Without your writing, our site wouldn't exist at all, so all submissions are hugely appreciated.

Below are some writing guidelines to help you with your submissions:

- Our tone is conversational – comparable to chatting with friends or with connections on social media. Tell your story in your own words. We are non-judgemental and also like to add humour, irreverence and realism into our content. We want to encourage people to talk and seek help if they need it, so we feel that we should be talking with them, not at them.
- All articles should stay under 800 words, unless otherwise requested by the editor.
- Avoid what might be perceived as lecturing or telling readers what to do. Different therapies, treatments and tools work for different people, so we're looking for articles about your life and experiences, e.g., 'this is what I did and this is what happened for me'.
- We do not accept copy that might be perceived as offensive, defamatory or bullying in tone.
- Avoid criticism or libellous statements about others and other therapy/course providers.
- By submitting your work to BSA, you agree to allow a third party permission to sub-edit your work to ensure that the article's tone and length are appropriate for our readers.
- BSA is a charity with a clear remit and responsibilities to our service users and supporters. Please be aware that your views and ideas are your own and not those of BSA. Please ensure to make this clear if you are offering opinion and/or advice in your articles.
- Please provide at least one high-quality image to accompany the article.
- We have a high number of submissions for the website, so unfortunately it's not possible to publish all articles received.

Once an article has been submitted, I will send back an edited version (should it need it) within 2 weeks for your approval.

For any further info, please email editor@stamma.org