clipout>>

mailout's cut out and keep guide to good practice

Clipout is the name for our growing toolkit of good practice for participatory arts. For this first digital edition of the magazine we're staying close to home with our guide to how you can contribute to www.mailout.co or our digital magazine.

Getting heard

mailout.co the home of information, sharing and networking for participatory arts in the UK and further afield. Our mission is to champion outstanding participatory arts in more places with more people and support a world leading community of professional practitioners.

On our free to use website, www.mailout.co, we publish news and highlight opportunities, events courses and conferences. Whatever your story, big or small, make sure that mailout is on your mailing list. It's well worth keeping us informed. We also tweet links to news items, put them onto our news blog, Posterous blog, Kindle and Facebook pages.

The digital magazine is the place for our meatier articles. We are always looking for articles on projects and ongoing activity, profiles on participatory artists and companies, good practice information and essays discussing related issues.

mailout is a professional resource that is usually read in people's work place or at least when they have

their work head on. It's not there as holiday reading and is not the usual fare for a leisurely Sunday afternoon.

Most of our readers are very creative and we're always looking for creative ideas.

mailout is looking for information that is ﹤transferable'. By this we mean engages the reader in a way that supports and inspires their work. We want to celebrate good work but to make it useful and interesting we sometimes need to look back stage too.

mailout also really likes to hear partner and participant voice - perhaps with views before and after a project.

- What did the youth worker/ teacher/funder/carer/centre staff think?
- What did the participant think?

A good article about a project asks and answers questions such as:

- Why do we do what we do/did what we did?
- Whose idea was it?
- Who did we plan to work with?
- Who did we end up working with?
- What do we know now that we wished we'd known then?
- What were the unexpected outcomes?
- What didn't work?
- What challenges did we overcome?
- How did we overcome them?
- What did we learn?
- How would we do things differently in the future?
- What issues did we encounter?
- What barriers did we encounter?
- What problems did we foresee that weren't problems?

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If you're writing a discussion or debate piece try to include:

• Why the issue is important to you
• How you came to engage with it
• Is this something from your practice?
• Examples that back up your arguments
• Who may have an opposing view

Just some of the mailout archive

Factfiles

Sometimes we include a factfile with our articles with some additional information, jargon busting, contacts or related publications.

Video and audio

As a digital resource we are now able to publish video and audio files. We are still a 'magazine' and would be unlikely to publish a two hour documentary about you or your project but we do like short snippets and tasters that help put projects into context and provide another way of our readers accessing your work.

Pictures

A picture draws readers into an article. It is what catches our eye as we flick through a page or hover our mouse across a screen. Good pictures are essential. Ideally we like digital images, as high a resolution as possible with a description and photo credit where appropriate. We're no longer a black and white publication so we say the more colour the better!

Size of articles

A single page article is usually between 500 to 600 words including pictures

A double page is between 1000 and 1200. If your article is longer then we may edit it down. See Terms and Conditions.

News items for the website / blogs should be up to 500 words.

The editors are always keen to engage with contributors. Please feel free to contact Rob, Sue or Lyndsey on: 01254 674777 or hello@mailout.co

THE SMALL PRINT

Terms and Conditions

In providing us with an article or image we take this to mean that it is the work of yourself, your organisation and/or the stated author and that you have permission to distribute this article for publication in both print and web formats.

In cases of images of participants or artists work it is your responsibility to ensure that you have appropriate permissions to reproduce the work as part of an article and that they are aware of the intended use.

By submitting your article to mailout.co you are aware that the article may be edited for general layout and relevance to the intended audience.

Due to time constraints, edited versions of articles are not always referred back to the author prior to publication.

If your article requires proofing by your organisation/author you must state this as a requirement when you submit the article to us (to allow time for this action to occur).