

# Advice to Authors: Thought Leadership

(as of October 2024)



Centre for the New Midlands

Thought Leadership is a key part of our strategy to “develop and share new ideas” to create a ‘better’ Midlands for all of the region’s stakeholders, across a broad range of social and economic challenges.

We are delighted that you interested in writing a piece for the Centre for the New Midlands and hope that you find the below principles of use. We hope that you are able to follow the guidance below to ensure not only a consistent approach to our publications but to hopefully help you to shape your work. We are particularly interested in articles which focus on the ‘Ageing Population’, ‘Place’, ‘Growth and prosperity’ and ‘Young people’ and crucially, have a focus on the West Midlands region.

## Principles:

- Thought Leadership articles are an opportunity for people with vast experience and in most cases, significant influence, to **share their opinions and ideas with a broad audience**
- We want your articles to tackle important topics of the day – they **must be timely and thought provoking**
- Don’t be afraid to be controversial – but not for controversy’s sake. A ‘middle of the road’ article can be found anywhere so **don’t be afraid to go against popular opinion** as long as you can justify your stance
- When you write, know what you want to say and make your case in a critical, structured and persuasive way. **Imagine your opinion is on trial** - your argument must get the jury on your side
- Always keep the audience in mind and **do not assume that they have as much prior knowledge of your subject area as you do**. Our key audiences are policymakers; the media; industry leaders; the voluntary sector and the Higher Education community
- Metaphors can be a useful way of simplifying complex ideas but **try testing them out first with friends or colleagues to ensure they are understood**
- Try to keep your tone consistent and **allow your own voice to come through in the prose**
- Referring to the organisation you represent is perfectly understandable, but **please DO NOT just see this article as as free advertising!**
- Avoid elaborate formatting as **we will put your text into our templates** – please avoid imagery unless essential – attach high res images to your email to us if required
- **Maximum of 1,200 words** – but do not feel obliged to write to this limit. The content is key
- **Speak in Plain English** and avoid acronyms/jargon wherever possible
- **Try to include some ‘little-known’** or wholly new facts to stimulate debate and grab the readers’ attention
- **We would encourage you to read these two articles for a further steer on what we deem to be ‘best practice’** – [Joanna Lee Mills](#) and [Rich Bishop](#)
- We are all about building a ‘better’ future, so remember that **constructive criticism works alongside proposals to find better ways of doing things**
- **Help us celebrate and share your work** – we can only do so much to share your efforts with the world – please do consider how you will also share your work through your organisation or your personal network. There’s nothing worse than an excellent article being written and filed in a dusty cabinet!

**Thank you for your support and we look forward to sharing your ideas.**



## Our Publication Dates:

Please find detailed below our planned publication dates for our monthly News and Views.  
Our previously published articles can be viewed [by visiting our website](#).

EDITION	DEADLINE FOR ARTICLES	PUBLICATION DATE
NOV-24	Thursday 31 <sup>st</sup> October 2024	Monday 4 <sup>th</sup> November 2024
DEC-24	Thursday 28 <sup>th</sup> November 2024	Monday 2 <sup>nd</sup> December 2024
JAN-25	Thursday 2 <sup>nd</sup> January 2025	Monday 6 <sup>th</sup> January 2025
FEB-25	Thursday 30 <sup>th</sup> January 2025	Monday 3 <sup>rd</sup> February 2025
MAR-25	Thursday 27 <sup>th</sup> February 2025	Monday 3 <sup>rd</sup> March 2025
APR-25	Thursday 3 <sup>rd</sup> April 2025	Monday 6 <sup>th</sup> April 2025
MAY-25	Thursday 1 <sup>st</sup> May 2025	Tuesday 6 <sup>th</sup> May 2025
JUN-25	Thursday 29 <sup>th</sup> May 2025	Monday 2 <sup>nd</sup> June 2025
JUL-25	Thursday 3 <sup>rd</sup> July 2025	Monday 7 <sup>th</sup> July 2025
AUG-25	Thursday 31 <sup>st</sup> July 2025	Monday 4 <sup>th</sup> August 2025
SEP-25	Thursday 28 <sup>th</sup> August 2025	Monday 1 <sup>st</sup> September 2025
OCT-25	Thursday 2 <sup>nd</sup> October 2025	Monday 6 <sup>th</sup> October 2025
NOV-25	Thursday 30 <sup>th</sup> October 2025	Monday 3 <sup>rd</sup> November 2025
DEC-25	Thursday 27 <sup>th</sup> November 2025	Monday 1 <sup>st</sup> December 2025

## What we need from you:

- A high-res picture of yourself – preferably with a plain background
- A short biography
- A punchy title for your article – with an outline of what you intend to cover
- Your article – a maximum of 1,200 words
- Any suggestions for who we should be copying into the article via Social Media and any appropriate hashtags you may wish for us to use to promote the piece

Please note that we do not automatically publish every article we receive so please do not hesitate to contact us before your submission should you wish to discuss the content or timing of your article. If you have any queries at all, please do not hesitate to email [research@thenewmidlands.org.uk](mailto:research@thenewmidlands.org.uk)