

WRITER GUIDELINES

June 2009

ABOUT THE WIP

Founded in 2007 and based in Monterey, Calif. with editors located internationally, The WIP (www.thewip.net) is the global source for women's perspectives, connecting you to the world through our Featured Articles, the Byline Portal, and Current Headlines. The WIP is a balanced media source that promotes diversity and is not associated with any particular religion, political party, or cultural affiliation. The WIP provides an opportunity to counterbalance the tremendous under-representation of women journalists and offers a greater diversity of background and opinion than typically found in one online news publication. The WIP strives to bring divergent cultures, opinions, and ideas together in solution-based dialog. The WIP honors underrepresented voices – women, the indigenous, the poor, the personal, and the invisible – the stories that don't get press. The WIP honors the freedom that is the gift that comes with the open exchange of ideas, analysis, opinion, and reporting.

THE WIP WRITING STYLE

The WIP publishes fact-based editorials that are bold, current, investigative, and analytical.

The WIP's featured content is concerned with the impact of events as they unfold. Our stories are often framed around the perspectives of the individuals or families affected. This humanistic approach helps The WIP put broader global issues in perspective, adding a depth of understanding typically not found in the corporate media and making these issues real for our readers. Rather than only focus on the symptoms of an issue (as is so often the case in corporate media), our coverage addresses the core aspects of the problems in an effort to identify possible solutions.

The WIP recognizes our global inter-connectedness: how local events have global significance and global policies have local impact. Our writers are forward thinking, asking "what if" and "who will be affected" questions in their analysis and reporting.

Whenever possible, we suggest personal details about the subjects featured in our articles (tall/short, old/young, thin and frail or energetic and passionate, etc.) as this helps our readers connect with the people described in our stories. We also encourage writers to use quotes and do interviews with both individuals and experts wherever possible. Instead of describing what someone said, use direct quotes and let their words tell the story.

We encourage our writers to add their own insights and analysis. The writer's unique perspective is what enhances our readers' understanding of global issues.

Before submitting an article for our consideration, we strongly encourage interested writers to read through our exclusive articles (www.thewip.net/contributors) to become more familiar with our style and what we look for in featured articles.

For more information on our submission or editorial policies, please contact us via email or phone.

Send your queries to submissions@thewip.net

Call us at +1 831 644 0166

Submissions

The WIP operates strictly on a submissions basis. We encourage writers to pitch their story ideas to us prior to submission. It is easier for our editorial team to provide input or express interest in a topic than to give feedback once an article has been submitted. Submitting writers can expect a determination on their submission within 3 business days.

We ask that your pitch briefly describe the following aspects of your proposed article:

- **Main thesis** (or core idea) of your article
- **Major points** you will make
- **Data and statistics** that you use to support your thesis
- **People** you will interview and quote

Exclusivity

All articles must be exclusive to The WIP and not published elsewhere. Articles currently published elsewhere may be considered for The Byline Portal (www.thewip.net/portal).

Article Word Length

The WIP publishes 750 to 1000 word articles for our Arts & Culture, Economy, Education, Science, Technology, and The World sections. Articles that exceed 1000 words may be considered for an extended-length feature or for series publication.

English-as-a-Foreign-Language Contributors

If you are writing in English as a foreign language, we encourage you to find someone who is fluent in English to proof-read your article prior to submission to correct any basic spelling and grammar mistakes. Though we often work with non-native English writers, we do not have the resources to correct extensive grammar errors. Upon request, we will provide you with an easy-to-follow instructional guide that explains how to create the structure, incorporate personal perspectives and provide the factual background necessary to meet The WIP's publication standards.

Photography

We encourage you to submit photographs that will help illustrate your story, whether they are photos you have taken or have secured permission to use. Please send any of the following image file types: tiff, jpg, bmp. We cannot pay for photos that accompany articles, so the photographer must be content with a credit line. **Please only send images that you have permission to use.** Images taken from other websites or sources that have not given you express consent to use the image will not be accepted. Please include captions for each submitted image that describe why the photograph is significant to the story.

The WIP also welcomes photojournalists. Imagery adds a strong depth of reality to events and global issues. We will work closely with photographers and photojournalists to provide the visual analysis of a particular story.

PUBLICATION STANDARDS

Balanced viewpoints:

While The WIP welcomes personal perspectives, we **do not** accept opinion as fact. All factual claims must be backed up by hard data to legitimize your assertions.

Sources:

If someone is quoted in your article, you must specify whether you performed the interview or found it elsewhere.

Examples: In a rare interview, he told me, “We’ve never been more certain.”
He was recently quoted in Time magazine as saying, “We’ve never been more certain.”

Currency:

If using local currency, you must either add the US dollar equivalent in parenthesis

Example: Rs. 6,000 (\$ USD)

- OR - provide a comparative context for financial figures by including the average annual income for the given country.

Example: Even regular schools with Special Education programs charge more than Rs 100,000 annually. With an annual Gross National income of Rs. 21,900, such fees put these services well beyond the reach of the average Indian.

Anonymous sources:

If a source has asked to remain anonymous, you can still quote the source without revealing their identity.

Example: A prominent economist (who wishes not to be identified for security purposes) confirms, “This is the worst economic crises the country has ever faced.”

Plagiarism:

Journalistic Standard – any material (including direct text or an idea – anything that is not your original idea), taken from other publications, interviews or quotes must be attributed to the source. No more than three (3) words in succession may be used from any source without attribution.

Citations & listing sources/websites for fact checking:

Facts and material that is not original to the writer must be cited. Our fact-checker will thoroughly check all facts within a submission prior to publication to ensure that the material submitted is both accurate and your own. Though journalistic standards vary from country to country, we ask that you only submit your own original work and properly cite facts or quotes you’ve collected elsewhere, both clearly in your article and with links to external sources. When facts are sourced, please provide the editors with direct links to online sources or contact information for verification. These can be embedded within the body of your original submission either as a comment or a footnote and will be removed by the editorial team prior to publication.

Note: Wikipedia is **not** an acceptable source citation. There are many inaccuracies on the site due to the user-generated database.

FORMATTING

Titles and Length:

Suggested titles should include the submission's primary "buzz words" to aid the search engine optimization process. Titles should be no longer than 10 words. The WIP editorial team reserves the right to create new titles at their discretion.

Quotations - Present Tense:

When quoting experts/subjects, stay in the present tense.

Example: "It was a nightmare for me," **says** Juanita.

Adhering to Language:

Insert all appropriate accents for foreign names and words according to language.

Spacing:

Please only put one (1) space between the end of a sentence (after the period or other punctuation mark) and beginning of the next sentence.

Document Formatting:

Please do not use paragraph spacing with your submission. Be sure to set the spacing to zero, both before and after paragraphs. Use an extra return to create spaces between paragraphs.

WIP STYLE CHECKLIST

When submitting an article for consideration, please be sure that you've included the following:

- Personal Perspectives
- Contextual Information/background
- Interviews, Quotes, and Personal Accounts
- Original Analysis and Commentary