

WRITING GUIDE

This document will guide you in ensuring that we produce relevant content for our readers.

1. Relevance
2. Writing for print
3. Structure

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RELEVANCE

All articles need to be relevant to the current issue, our identity & current affairs. You can gauge relevance by tying everything to a recent or ongoing conversation.

1. Ask yourself, why is it important to write about this now? What am I bringing to this conversation that people may not know?
2. Use twitter to read the room & see what people's current thoughts are on your subject.
3. How is your subject relatable & relevant to the person you had in mind when you wrote it?
4. If there is no clear cultural aspect - it is not relevant to the magazine.

2

WRITING FOR PRINT

As a writer you have to position yourself as knowledgeable on your subject & confident with your aim. You can achieve this with a clear voice...not necessarily yours.

1. Qualify yourself by including sources & quotes: According to WHO \$1bn would eradicate poverty, Amazon projected their profits in 2021 to be \$2bn.
2. How many voices are in your article? If it's just yours then it's a blog piece, if it's 2 then it's a conversation so should be with someone well known. Try to insert the voice of others to add weight to your position. Remember that bloggers write in first person. Avoid it.
3. It is the author's responsibility to research appropriately & develop a

3

STRUCTURE

Structure is not the sole responsibility of the designers.

1. Which visuals did you have in mind when you read your article? If you can't think of any then the design team can't. This is editorial print so unfortunately people are judging the book by its cover.
2. What is your heading? What are your subheadings? There should be at least 3 sentences at the beginning, middle & end that directly speak to your subject & confirm your position.
3. Word count. You need to make an informed decision based on editorial print journalism. Do their articles have over 300 words?