

WRITERS' GUIDELINES

We are seeking experienced, thorough reporters, and insightful, intellectually challenging commentators, to write about social issues, family life, interpersonal relationships, work, education, history, food, arts and culture.

USARiseUp is a feature EMagazine. As such, we will not typically publish hard news or investigative stories. The tone of our publication is to maintain an honest and positive dialogue to begin crossing the long-standing cultural divides facing this country. We will not shy away from the uncomfortable and difficult truths inherent to the issues of racial, ethnic and cultural relationships. However, as a forum created to promote a fair, open and equal perspective from all, we will not become confrontational in our opinions or tone of voice. Our orientation is optimistic, hopeful, and conciliatory. When our stories identify a problem, we will also identify those who are working on solutions to solve the problem or suggestions that our readers may try to help solve the problem. We believe that the problems of racism, intolerance, prejudice, and discrimination can be solved. The writing in our publication will reflect that belief.

USARiseUp is committed to the highest standards of journalistic ethics. Again, the mission of our magazine is far too important to allow it to be compromised by unprofessional or unethical conduct. Work submitted for publication in **USARiseUp** will be factual and truthful. Conflicts of interest, plagiarism and fabrication will not be tolerated.

To see our Writer's Guidelines, Editorial Departments and Style requirements, please read below. To submit Story Proposals: Send us your story proposals at queries@usariseup.com.

DESCRIPTION OF EDITORIAL DEPARTMENTS:

EMagazine is published online at www.USARiseUp.com on or near the 1st of every month. Our monthly PDF-formatted EMagazine includes articles in the following "Sections."

"Sticky Wicket" Questions

Questions submitted by readers that reflect the concerns, confusion, discomfort, and misconceptions we all have about people whose race, ethnicity, cultural and religious traditions, are different from our own. Responses to submitted questions will come from sociologists, psychologists, educators, anthropologists, authors, researchers, and even other readers. This department will not typically represent an opportunity for freelancers.

Common Ties That Bind

This section explores the common arts, culture traditions and practices that cross racial, ethnic, generational, cultural, religious and geographic boundaries. (500-750 words)

Setting it Straight: Historical Moments

Reaching back in time to shine a light on the events and people of all races, ethnicities, religious and cultural backgrounds, whose role in history may be unknown, misunderstood, or misrepresented. (300-750 words)

All About Family

Share personal reflections, anecdotes, and commentary that communicate larger truths about the importance of family, including cultural, ethnic and racial connections. (300-500 words)

Travel's Tapestry

Destinations that offer our readers the opportunity to explore and enjoy the cultural diversity of all people and places throughout the world. This section may include personal reflections, anecdotes and commentary that include the richness of an area's cultural and ethnic history. (500-750 words)

The Welcoming Table

Celebrating the rich and delicious diversity of the world's foods and culinary traditions. May include personal reflections, anecdotes and commentary. (500-750 words)

Labels & Stereotypes

Reporting and/or personal reflections, anecdotes, and commentary that

illustrate the harmful effects of labels, stereotypes, racial and/or ethnic slurs and derogatory slang. (500-750 words)

Our Daily Walk

Wit, wisdom, insights, and inspirations that help us reach out to others, and build relationships that change the world, one step at a time, one day at a time. (300-500 words)

Laughter, Fun & Games

Cartoons, humor, puzzles and brain teasers that enlighten and entertain. This section is not normally open to freelance writers.

Eyes on the Enterprise

Examining entrepreneurship, business development, wealth creation, money management, and risk taking, across all races and ethnicities. (500-750)

Global Calendar

Listing of holidays, celebrations, anniversaries and commemorations around the world.

Cover Stories & Secondary Features

Research and reporting on intensive stories that explore the full range of contemporary sociological, psychological, economic, political, cultural and historical issues surrounding inter-racial, inter-ethnic, intercultural and inter-religious human relationships. These stories are rarely written in the first person. These stories will require a minimum of three, preferably more, credible sources. (Cover stories: 2,000 words; secondary features: 1,000 words)

BLOG ZONE:

Blogs are published weekly, but the frequency is subject to a host of factors, including the "news" of the day. The various topics in the "The Blog Zone" will address:

1. Business Biases & Building Blocks

2. Cultural Uniqueness

3. Education, The Great Equalizer

4. Janice Ellis Outlook

5. One Race ... One World

6. Race 'N' Politics

7. Religion's Mighty Rivers

continued...



WRITERS' GUIDELINES

STYLE GUIDELINES:

USARiseUp magazine uses The Associated Press Stylebook as its primary style guide. However, there are certain specific style preferences that will supplement and/or supersede the Associated Press rules.

1. Sourcing

As mentioned in previous sections of these guidelines, we expect cover stories and secondary features to be thoroughly researched, sourced and attributed. We expect a minimum of three sources attributed in our cover stories and features. In our departments, one or two sources are acceptable, except in personal commentaries where no sources are necessary (though still encouraged).

We strive to be as objective as possible, while understanding that discussion of our subject matter is inherently subjective. Though your personal opinions will, for better or worse, inevitably show in your work, you will nonetheless be expected to adhere to professional standards of objectivity in your reporting and writing. If you wish to communicate a personal opinion, rewrite your article and submit it as a commentary. Otherwise, find a credible source who shares your opinion as well as another source who opposes that opinion to present a fair and unbiased article.

Web Research: The Internet is a great generic resource for researchers and journalists, however, just because it is on the web, does not make it true or factual. If you decide to use information from the web in a story you submit to **USARiseUp**, you must cite the original source, not simply the website where you found the information. If the website does not cite the original source, find another site or preferably a credible source you can directly cite in your article. If you cannot verify the information from another website or credible source, do not use the information. If you have questions or concerns about this, play it safe; discuss it with your editor.

Wikipedia is not considered a reliable source for purposes of researching and writing stories for **USARiseUp**. As an open source web service, most of Wikipedia's content is generated by Wikipedia's users themselves—some of whom are credible, qualified, experts or authorities, and some of whom are not. If you read something on Wikipedia, find the original source of the information to determine if that source is reliable and credible. If it is, you may use the information, citing the original source and their website, not Wikipedia.

Conducting Direct Interviews With Sources Supersedes Website Research: The expectation is that writers contributing to **USARiseUp** will personally conduct interviews via phone, or in person, with the sources they cite in their stories whenever possible. The same holds true for photos, original photos are always the best for any story, or if you are using photos belonging to another photographer or source, please request and submit a written permission form from the source authorizing the use of the photos on **USARiseUp**. If you find public domain photos to go with your story, please submit the web address where you found these photos and any credits to the photographer that are available. Regurgitating someone else's research from the web is not representative of the journalistic standards, ethics or quality of the mission and goals of **USARiseUp**.

2. Use Of First Person

Use of the first person voice is typically appropriate in magazine departments where personal reflection and commentary are explicitly welcomed in the descriptions provided in the Writers' Guidelines; these include "All About Family," "Travel's Tapestry," "The Welcoming Table" "Daily Walk," and "Labels & Stereotypes." Use of the first person will occasionally be allowed, and sometimes encouraged, in secondary features stories, but please discuss this with your editor prior to writing the article.

3. Present Tense

The use of present tense—"Mr. Jones says" as opposed to "Mr. Jones said," is the standard, however, this is not appropriate when writing about historical events.

4. Tone

As previously noted, the tone of our writing, generally positive and conciliatory, will reflect the mission of the magazine to build relationships between races, ethnicities, cultures, religions, and individuals.

5. Voice

We encourage writers to write in a style and voice that reflects their own heritage and personality. However, quality and professionalism trumps style and individualism. Every time.

6. Words To Live By

Use fewer and simpler words. Underwrite; do not overwrite. Using more words, and more elaborate language does not prove you know how to write. Usually it proves the opposite, and unnecessary wordiness will be eliminated or sent back for rewrites during the editing process.

6. Formatting Submissions

Font: Times New Roman or Times

Type size: 12-point

Spacing: Single space between lines; two spaces between paragraphs

Indents: none

Punctuation: only one space after periods

SUBMITTING A STORY:

Submit via e-mail only. Indicate in the subject line of the e-mail which department you are submitting your article for, and create all submissions in a Word document format as an attachment to your e-mail. If you are submitting photos, please attach them to your e-mail as well, and include any photo captions at the bottom of your article with photo credit. In the body text of the e-mail, include a brief description of the article you are submitting and any other pertinent information. Include your name, e-mail address, postal address, and phone number(s). Also, please do not forget to put your name/byline on your articles, as well as your e-mail address, phone number(s) and a word count at the top of the first page of your article.

STORY PROPOSALS:

Send us your story proposals at queries@usariseup.com.

