

## Guidelines for All Contributors

1. The most successful pitches demonstrate familiarity with [NewCanadianMedia.ca](http://NewCanadianMedia.ca) and our ethical values (read under [Our Mission](#)). You'll have a much greater chance of success if you invest some time reviewing our site to make sure your pitch is in line with our mission. Our audience includes all Canadians, but we represent the immigrant perspective.
2. We operate with a clear separation between news and opinion. We welcome pitches for all our sections – Policy, Politics, Health, Education, Economy and Arts & Culture, besides News and Commentary.
3. Please ensure you follow [CP Style Guide](#) (do not use honorifics such as Mr./Ms./etc. unless Prof./Dr. are relevant to the piece).
4. A point of view must be backed up by at least 5 identifiable sources, even if they do not want to be quoted in the story. Providing a list of sources is helpful. (Quotes should be authentic, verbatim and unedited, except for grammatical errors.) You are also encouraged to link to the sources of your data in your stories.
5. Make sure to spell out all acronyms in the first reference. Assume as little as possible. (for example, [spell out NDP](#) in the first instance: New Democratic Party). Remember, our readers include those who may have just arrived in Canada.
6. Please insert hyperlinks to related content to provide context and further reading. Preferably, link to our own reporting/commentary. For political content, find related material on [iPolitics.ca](http://iPolitics.ca), and for general context, look up [thewalrus.ca](http://thewalrus.ca).
7. Always suggest photographs, illustrations or videos that could accompany your story, and be sure to clearly identify the content and source of any visual material in an accompanying caption.
8. In general, we ask that photographs be sent at 640 pixels x 434 (Medium Flickr size).
9. Stories should ideally be 800 words and must be self-contained: each story must answer all the obvious questions and provide adequate context.
10. We like to profile our commentators, so please attach a head shot of yourself and a short bio when submitting opinion pieces. Please make the bio relevant to the comment or opinion you are contributing.
11. We will respond to your story idea or pitch as soon as we are able (generally, 72 hours).
12. Send your pitches to [admin@newcanadianmedia.ca](mailto:admin@newcanadianmedia.ca)
13. We believe in participatory journalism and value your feedback. Feel free to weigh in on any aspect of the site.

14. After submitting a story or analysis, let us know if any new developments emerge that would require a follow-up piece by either yourself or someone else from the newsroom.
15. Copyright: The Publisher agrees that the honorarium/fee purchases Canadian online/digital rights only. All other rights are fully reserved by the Writer and must be negotiated separately.
16. After your work is published, please send us an email and payment will be made via *Interac e-Transfer* (billing contact: [accounts@newcanadianmedia.ca](mailto:accounts@newcanadianmedia.ca)). Payment is due within 2 weeks of publication, and inquiries regarding payment should be addressed to accounts only after those 2 weeks! Our Editors do not track payments.

### **Multi-Media**

1. When possible, try to film an interview using video, or create a short video story lasting 2 – 3 minutes maximum. Audio clips might also enhance a story.
2. Raw tape is acceptable, but ideally, the tape should be edited and submitted in its final form. If you are considering submitting a video/audio piece, we will connect you with our multimedia editor.

We'd love to hear from you if you have a unique immigrant take on Canadian issues and current affairs. Please write to [admin@newcanadianmedia.ca](mailto:admin@newcanadianmedia.ca)