

Writer's Guide



Reformer is an online platform providing contextual, actionable perspectives on global affairs and the social issues that matter.

Instead of serving platitudes, Reformer seeks to find a better way to bring about positive change by sharing in-depth and thought-provoking articles for readers seeking to learn more about the world they live in.

What we accept

We accept writings on many different topics at *Reformer*; mainly covering current affairs, social issues, and policy.

Articles can have different objectives, from investigating conceptual and theoretical underpinnings of current affairs, reflective articles (i.e. aimed at presenting counter arguments on the way a certain issue is presented in “mainstream” publications), to discussions on specific domestic or international policies, political accountability, and voting.

In general we look for three qualities in the articles we receive.

Context - Situations are rarely caused by one factor. Ensure that you consider all elements when discussing a topic/event and investigate it through social, economic, political, theoretical and legal lenses.

Accuracy - Be specific. When dealing with a *policy* or *domestic affair* issues, ensure to cover the background of how this policy came to be; who passed it, what it means for day to day life, and who bears accountability.

Action - All our articles are solutions oriented. Aim to provide clear and actionable steps in relation to the issues discussed. Present a strong conclusion on what needs to happen. Propose *A better way*.

All submitted articles should have a certain level of each of these elements and should flow in a fashion where:

1. A problem is contextualised based on its theoretical premises
2. The actors are identified and benefits/negatives discussed making relevant factual assertions
3. A resolution/reaffirmation is presented with a clear path as to what needs to be done by whom to reach the desired state.

For examples of writing articles, please visit reformer.com

Demographics and traction

The majority of Reformer readers, and the intended target profile, constitute the below demographics:

- 20 to 40 years old
- University educated
- Interests in geo-politics, economy, international relations, domestic policy, social issues

Since it's launch in August *Reformer* has seen increasing traffic on the site.

In addition to featuring on the site, your article will also be shared across our social media platforms for a wider reach.

Editorial process

Those interested to contribute should send an email to editor@reformer.com, briefly stating your aims and providing a sample of your writing.

If accepted as a contributor, writers will be sent a "Writer's Agreement". Upon signing, they will be added to *Reformer's* system to contribute at their leisure. We encourage writers to aim for 2 contributions a month to maintain the visibility of their profile.

Articles are recommended to be between 800 and 1400 words. Any contribution above 1000 words may be considered as "premium content" if it meets any of the following criteria:

- Incorporates research, raw data, or interviews
- Provides novel findings and in depth insight
- Provides specialized policy review/current events coverage (elections, security, disaster)

Premium content will, in the future, require subscription status for readers to access.

All contributor profiles will contain links to personal blogs and social media profiles.

Each article will undergo a two tiered editorial process and will be provided with feedback and notes, if necessary, before going online.

At this stage we are seeking voluntary contributors to *Reformer*. Future possibilities of compensation will be managed under a "cooperative" profit sharing model once website subscription is initiated.