

# Aboriginal Women's Economic Quarterly



## Contributors' Guidelines



## Writing for the e-magazine

The Aboriginal Women's Economic Quarterly magazine's mission is to highlight social and business entrepreneurial achievements of Aboriginal women, to provide insights on the economic role played by women and to breakdown myths and persistent barriers. The magazine celebrates Aboriginal women's contribution to economic development and their personal successes.

Too much attention is paid to deficiency and dependence rather than to strength and self-reliance of Aboriginal women, often made worse by main stream media which focuses on poverty and crime. Main stream media does very little to counter myths about Aboriginal people and their culture and doesn't often celebrate Aboriginal successes, particularly women's successes.

As a result there is very little understanding of the role Aboriginal women play as custodians of collective values and as agents of meaningful change. Aboriginal women's success stories often remain hidden. Despite the skills, experience, knowledge, workforce participation and business realization of many Aboriginal women, they are too often characterized as "unskilled". In part, this is due to Aboriginal women remaining invisible to the mainstream and, in part, to discrimination and social exclusion.

Consequently, the Idea Connector Network ([www.IdeaConnector.net](http://www.IdeaConnector.net)), a social enterprise that has been focusing over the years on helping build Aboriginal entrepreneurial capabilities, is expanding its Aboriginal Women Sharing Circle's reach by enabling the production of this new digital quarterly magazine.

This is a rare opportunity to pitch not just short editorial suggestions (ranging from trend-spotting nuggets to infographics to book-reviews), but also mid-form features that will range from 500 to 1,000-plus words, presented with ground-breaking design, beautiful photography, and breathtaking production.

We are looking to build relationships with a team of excellent contributors who will write regularly for the magazine. While we wish for our content to be insightful and agenda-setting it must also be respectful of cultural and human differences. We will not promote partisan politics or religion of any sort. Preference for publication will be given to contributors of Aboriginal ancestry.

If you are committed to the success of Aboriginal women in Canada and around the world and you wish to contribute and help put a face to Aboriginal women's successes and to breakdown myths, please email the AWEQ editor to pitch your feature idea -- Send your 50 to 75 word pitch to [AWEQ@IdeaConnector.net](mailto:AWEQ@IdeaConnector.net) Editorial guidelines can be found on this [Guideline page 2](#).

## Editorial Framework

<u>Edition</u>	<u>Recurring seasonal themes</u>	<u>Publishing Dates</u>
Spring	Planting the seeds	March 24
Summer	Nurturing development	June 23
Fall	Enjoying the harvest	September 22
Winter	Reflecting on lessons learned, storytelling	December 15

### Article submissions

- ✓ 500 to 1000 words long showcasing Aboriginal women's success
- ✓ Article example:
  - ✘ the story of an Aboriginal woman's journey,
  - ✘ a business case study,
  - ✘ an example of collaboration with non-Aboriginal partners,
  - ✘ an academic perspective on Aboriginal women and economic prosperity,
  - ✘ sharing lessons learned,
  - ✘ the story of a community based business,
  - ✘ practical business advice,
  - ✘ feature a business product or resource, or
  - ✘ vision of Aboriginal Business women in years to come.

### Other suggestions for contributions:

- ✘ 50 to 250 words on trend-spotting nuggets, infographics or fact sheets
- ✘ Images that visually depict success stories

### Book reviews:

- ✘ for fiction and non-fiction
- ✘ 150 to 170 words long
- ✘ include why this book may be of interest to our readers
- ✘ include a photo of the book jacket
- ✘ authors may submit a photo or logo

### Question and Answer feature interview:

- ✘ showcase successful Aboriginal woman/women
- ✘ includes questions about the journey to success
- ✘ includes a short video interview which will be recorded over the internet
- ✘ this feature will normally be done by invitation
  - ✓ Aboriginal business women who would like to be featured in a video interview should contact the editor at [AWEQ@IdeaConnector.net](mailto:AWEQ@IdeaConnector.net)

## 2015 Editorial deadlines and publishing dates.





<u>Edition</u>	<u>Spring</u>	<u>Summer</u>	<u>Fall</u>	<u>Winter</u>
Articles to editor	February 10	May 12	August 11	November 3
Return to authors	February 17	May 19	August 18	November 10
Advertising copy, video content & all finalized articles	February 24	May 26	August 25	November 17
Content to layout	March 3	June 2	September 1	November 24
Formatted e-zine to ICN	March 17	June 16	September 15	December 8
Publication 2015	March 24	June 23	September 22	December 15

## The Process

### Submitting your Article

- ✓ All submissions should be in MS Word in Times New Roman 10 font.
- ✓ All images including photos and maps should be sent electronically in high resolution (no smaller than 5"x7"; minimum of 300 dpi and 1MB) as a JPEG file or other well-known format for image reproduction. Any charts, figures, and graphs should also be in MS Word.
- ✓ Articles, the author's bio and any images or other supporting materials are to be sent to AWEQ @ IdeaConnector.Net. You will receive an email confirming receipt of your contribution.
- ✓ With your article, please include

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-  a short author's biography (100 words or less)
-  a photo of the author
-  include a website address (if applicable)
-  your twitter Facebook, LinkedIn or Google+ handle

## Copyrights

Copyrights to any article, photo or other text submitted to the Idea Connector Network's ([www.IdeaConnector.net](http://www.IdeaConnector.net)) (ICN) Aboriginal Women Economic Quarterly (AWEQ) for publishing will remain the property of its author. However, by submitting an article or other material for publishing by AWEQ, the author grants perpetual permission to the Idea Connector Network, to publish or re-publish the article or other material on the ICN website and in any and all other publishing medium part of the ICN family, including ICN social media pages. As well ICN may publish an extract from an article in ICN radio talk shows or elsewhere for the purpose of generating audience awareness to the article and generate traffic to the ICN medium.

## Submitting your Pitch

Please send pitches to [AEWQ@IdeaConnector.net](mailto:AEWQ@IdeaConnector.net) (Once you have a relationship with our Editor-in-Chief, you will work directly with that person, but please don't cold-call us individually, either by the phone, or by email.) If our Editorial Team likes your pitch it will be added to the Pitch Packet.

Our Monthly pitch meeting is usually held on the first Monday of the month. The Editor-in-Chief will represent your idea and argue its case. If successful, you will receive a formal commissioning letter, setting out the agreed article brief and deadline, along with a contributor's agreement to sign. You will then work with the Editor-in-Chief until it's done.

Within 10 days from reception we will send you an e-mail confirming reception. If a pitch is unsuccessful, please do not re-submit it. We promise that every pitch you send will be read and considered.

It is your responsibility to ensure that your copy is accurate and, wherever possible, independently verifiable. We will ask you for sources for all factual information, as well as contact details of all of the people interviewed, as we will check facts as part of the editing process. Your interviewees will need to be aware that they will receive a call from our editorial team to ensure accuracy. Off-the-record interviewees may also be contacted -- and we'll certainly need to know who they are.

## Contacting us

Thank you for reading this far. We look forward to hearing from you. Please send pitches, or questions, to [AEWQ@IdeaConnector.net](mailto:AEWQ@IdeaConnector.net)