



## **Information and guidance for contributors to Mekong Eye**

### **About us**

[Mekong Eye](#) was launched in 2015 and has aggregated environmental stories as well as produced original content in collaboration with local journalists from Cambodia, Laos, Myanmar, Thailand and Vietnam. We provide local journalists with story grants and mentorship so that they have the necessary financial support and technical guidance to develop story ideas and grow in their journalism careers. We have also facilitated the networking of journalists in the Mekong region through the [Mekong Matters Journalism Network](#), which currently has 760 journalist and expert members who regularly interact and share information via the Facebook group. Mekong Eye is funded and supported by Internews' [Earth Journalism Network \(EJN\)](#).

### **Our platform and audience**

We have produced content and curated quality environmental stories, with the aim of informing our audience about the current stage of the Mekong region and generating discussions on possible solutions for the region's sustainability. Our audience is varied in expertise and geographical areas. Our audience includes experts, academics, policymakers and active citizens from within and outside the Mekong region. Visit [Mekongeye.com](#), our [Twitter](#) and [Facebook](#) @MekongEye for more detail.

### **Your article should include:**

- An opening paragraph, which is engaging and concise while introducing the whole idea of your story to the readers.
- Integration of local and global perspectives: We want to amplify local voices and stories among the international readers from multi-cultural backgrounds and geographical areas. To achieve this, finding ways to connect your story to international audiences is important. Some examples include linking your story to global trends, comparing and contrasting local cases to those outside your country, or emphasizing the transboundary impacts in your story.
- Holistic storytelling approach, which will make your story impactful and accessible to audiences across countries. Providing context and backgrounds in

your story is crucial, such as why problems/challenges you are reporting emerge, why they matter, the historical context behind it, which factors and who is involved and possible solutions.

- **Balance of problems and solutions:** A story without solutions will likely distance readers from the story and discourage them from being engaged with problem-solving. It's always good to include solutions or a view of the future in your story, including recommendations and movements or initiatives that challenge the status quo.
- **Multi-stakeholder voices:** Addressing multi-stakeholder voices will likely make your story engage and attract an audience with different perspectives and standpoints. We encourage you to include voices from unrepresentative groups, including women, youths, indigenous communities and people with disabilities. At least three named interviewees are preferred.
- **Gender balance:** Our organization values equity and inclusiveness. We want to ensure adequate spaces for women's opinions, as many studies suggest that they are less likely to be featured and interviewed in news reporting. Please consider gender balance when you are looking for subjects to interview.
- **Necessary data,** which shows the readers the scale of the issue/problem in your story.
- **Hyperlinks to relevant reports, policies, articles, and websites of companies/organizations mentioned in your story.**

### **Story format**

- Around 45-55 characters long for headline, and 110-120 for excerpt
- Maximum 1,500 words long for a regular written article.
- Around 1,800-2,000 words long for a long-form or investigative written story. Please discuss with our editorial team to find the best way for your story's presentation.
- Please include 3-4 relevant photographs when you submit the story.
- If you plan to submit a video story along with a written article, please discuss with our editorial team about the video's length, storytelling approach and budget. We prefer a maximum 1.5-min video when it is used to visualize a written story.

## **Multimedia usage**

We will credit photographs and videos provided by contributors or creators. Please clarify if you do not own the copyright for that multimedia. If someone else owns the copyright, Mekong Eye must agree on the terms of usage with them.

The multimedia usage will be agreed between the creators and Mekong Eye in one of the following conditions.

- Publication of multimedia under Creative Commons license, meaning that the photographs and videos may be republished elsewhere, but only as part of the article in which they originally appeared, with credit information retained, and for non-commercial purposes.
- Only Mekong Eye can publish and reuse multimedia on its platforms. This will also give the rights to Mekong Eye to edit photographs and videos for story promotion and campaigns.

## **Submitting your article**

Please file your piece as a Word attachment. If you haven't written for us before, please also include

- one to three sentences author bio
- a suitable byline picture
- your Twitter handle, Facebook username or both (unless you would prefer this to remain private)

Mekong Eye has the ultimate and final editorial authority on any content published on our platforms. When the article has been published, please share the link on your social networks mentioning our handles @MekongEye for Twitter and Facebook.

## **Fees/invoicing**

Commission fee and story idea will be agreed before a contributor starts producing a story. Once they are agreed, our team will send you a story proposal form. Please fill in and return with a copy of your passport and bank details. Your data will be kept confidential and protected.

After you submit the story, we will provide a blank invoice template with all our details included. Our invoices are paid within 30 days.

## **Licences**

We publish written stories under a Creative Commons license and encourage our stories to be republished with attribution. Articles can be republished 24 hours after their original publication on Mekong Eye. However, republishing photographs and videos used in the articles may or may not be allowed depending on the agreement between the creators and Mekong Eye. Please check the terms of multimedia usage at the end of each article. Please also include the authors' names, multimedia creators, and original publication links in the republication.

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