

THE NEW
FEMINIST

PITCHING GUIDE

2023

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This style guide is updated regularly to ensure it remains relevant and responds accordingly to changes in language and common, casual usage.

1. PITCHING TIPS & INFORMATION

6.1 Top tips

- Make sure you adhere to this style guide for your pitch to be considered.
- *The New Feminist* receives a lot of pitches! Before you pitch to us please Google the topic to make sure it is completely original and not on a topic we have already covered on the site and that your pitch really highlights why this topic would be of interest to a wider audience.
- If we accept your pitch we will send you an email including a submission deadline, some advice and ideas on how we'd like to see the piece and a word count. We have experienced editors with specific knowledge in the subjects we cover who will help you to develop your article.
- Please do not expect to hear back on your pitch immediately. We are rarely able to offer individual feedback but do send out emails with group feedback once every month.
- For some more generalised pitching tips, please see [JournoResources](#) and Nieman Lab.

6.2 Join the writer's newsletter

If you'd like to write for us regularly, we encourage you to sign up to our writer's newsletter. You'll receive a newsletter once a month with pitching ideas and content that we are actively looking for. It will also give you priority when sending your own ideas to us. To sign up fill in the form on our *About* page under the *Write for Us* section or send an email to pitches@thenewfeminist.co.uk

6.3 Important information regarding commissions

The New Feminist is a voluntary organisation, meaning that we are unable to commission (pay) you for content. We understand the frustration of freelancing and empathise with you as fellow unpaid volunteers, but we are working hard to be able to create a budget for commissions. For now, we hope you are happy for us to support you by publishing your work.

2. MISSION & VALUES

1.1 Ethos

The New Feminist is an online and digital intersectional feminist magazine that thrives on asking the right questions. We aim to empower women while eradicating the stigma that surrounds the feminist movement. Our motto is *anyone can be a feminist* and we uphold that motto by sharing helpful and informative content, ranging from sex to politics that aims to both entertain and spark important conversations about equality. For years, women have grown up with magazines filled with internalised misogyny and toxic ideals. We have taken it into our own hands to finally create what a woman's magazine should look like.

The New Feminist:

1. Makes feminism accessible and digestible.
2. Shares the diverse experiences of women and underrepresented communities by giving them a platform.
3. Creates a community that helps women feel safe and supported, and encourages women to support each other.
4. Sparks critical thinking and healthy conversation about gender equality.

1.2 Our Purpose

Is to promote diverse voices and perspectives not only through the people and stories we cover but also through the voices we are highlighting and content we are sharing.

1.3 Our Content

Represents a diversity of viewpoints, sexual orientations, and cultures & religions. It's broken-down for the beginner but is still interesting to the expert. We support body-positivity, sex-positivity, women's equality, women's right to choose, BLM, and the LGBTQIA+ community in and out of the workplace. We embrace women of all sizes, ages and cultures. We support women being their authentic selves.

1.4 Our Tone

Is conversational, easy to understand and progressive. We want readers to feel like they're in a non-judgemental, safe space. Often we're informing them on topics that can be confusing, we don't want anyone to feel like what they're reading is out of their depth. Despite our relaxed and conversational approach, we remain professional in order to show that we are a reliable source of information and hold our journalistic integrity to a high standard.

The New Feminist's core value is intersectionality. We avoid othering people and cultures. However, we recognise that language is not fixed. What feels right today might not feel right tomorrow and our differing contexts impact the words we use. Through consultation with members of various communities, we will always strive to use the best language at any given time; while leaving room for individuals to bring their own contexts to the words they use as journalists. To that end, we are open to discussing the language we use and adapting it in the future.

For any questions, comments or suggestions about our style guide, please email elliefielding@thenewfeminist.co.uk

2. AUDIENCE & TONE

2.1 Who are our audience?

As an intersectional publication, our audience is large, but we mainly cater towards cis-women, trans women and non-binary people of every culture and ability. Most are:

- Aged 20-30
- Based in the UK
- Students and Young Professionals
- New Feminists (meaning people who are new to the movement)

2.2 We are non-restrictive

As an operational business, we must have a specific target audience as stated above. However, we want to be as inclusive as possible and make sure we are a reliable source of information for every group, which is not restrictive to age or gender. We encourage men to read our content also.

2.3 Tone

Genuine. We are honest and authentic.

New. We welcome taboo or fringe topics and aim to be a more progressive style of journalism.

Engaging. Our stories always provide a service to our readers: to entertain, inform or educate.

Supportive. We avoid othering people and take a non-judgmental approach. We stay away from toxic beauty trends, body shaming and other damaging or superficial content.

Informative. We are clever in our writing but not salacious or snarky.

Unbiased. As journalists, we have a duty to remain unbiased and present the facts unless writing commentaries or personal essays.

Of course, tone can vary depending on which section the content is for.

2.4 Article Formats

There are roughly six types of article formats that *The New Feminist* publishes:

News Reports: *News reports* are usually based on current affairs and update the reader with factual information regarding a recent event. When writing in a news format, articles must relay information formally and in the third person. The most relevant and important key points should be at the top of the article and the least important information should be at the bottom. All *News Reports* should be completely unbiased in their tone and approach.

Personal Essays: *Personal Essays* refer to articles written in the first person ranging from emotive personal essays and creative non-fiction, to unique op-eds. *Personal Essays* are our most creative article format in terms of tone. They should remain authentic, emotive and engaging.

Interviews: There are three different types of *Interviews* that *The New Feminist* publishes. **Q&A's** are written in a standard question-and-answer format and are usually an edited version of an interview transcript. **Profile Interviews** refer to an interview with a single person, usually, this will be a first-person article where the writer discusses the life of the subject while embedding plenty of quotes from the interview. Often the writer may add a commentary on the way the interviewee answers questions. Finally, **Multi-interview features** are where the writer interviews multiple people within an analysis-led piece, similar to a *Profile Interview*. All interview articles should be authentic, analytical and engaging in tone.

Commentaries: *Commentaries* are short, narrowly focused articles where the writer can express a strong opinion. Usually tied to a current affair. *Commentaries* must be backed up with data and research and present a solid argument. They must be in first-person and although when a strong opinion is to be expressed they should remain professional in their approach and non-threatening in their tone, though humour can be exhibited when appropriate.

Listicles: A *listicle* is specifically articles with the formatting of a list. They should have a short introduction, a series of list items relevant to the topic at hand, brief descriptions of each item, and, usually, images for each. The tone for most listicles should remain upbeat and non-serious, be informative but mostly entertaining in tone. Humour is often used.

Features/Investigations: *Features* and/or *Investigations* are a type of long-form article. They centre around a deep dive into mostly serious or sensitive topics and are based on research that has taken time to accumulate. They should be factual, reliable, emotive and engaging, filled with quotes, data and personal commentary.

2.5 News & Politics

The *News and Politics* section covers all topics under current affairs and government at a global level. Most article formats for this section consist of *News Reports*, *Investigations*, political *Commentaries* and political analyses. *The New Feminist* aims to explore and report on government systems and policies that affect women. Often stories will be tied to what's happening in the news, but we actively encourage going beyond and seeking out stories that have been overlooked from underrepresented communities – from exposing injustices to uplifting profiles that spotlight emerging activists, campaigns and community groups.

The New Feminist aims to have a global lens, and we encourage international writers to tell us about what's going on at a local or national level in their communities.

We are also interested in news reports highlighting scientific breakthroughs and interview profiles with changemakers and activists that are breaking boundaries and taking up space.

2.6 Culture

The *Culture* section is one of the largest sections of the magazine and consists of topics such as; the arts, literature, LGBTQIA+, religion & spirituality, sub-cultures, science and sport. Culture is the most creative section formatting-wise, articles can range from *Commentaries* to *Personal Essays*, to *Listicles* to *Interviews*. The tone of voice needs to be similar to that of a friend, a balancing act between defiant, witty, and humorous. It's a place for discovery, where you can find analysis that gives you food for thought, new voices and perspectives. We want to create an affirming space that reflects our lives and loves. We platform on-the-rise scenes, trends and creatives and when a big moment happens, we find new angles or profile someone behind the scenes, taking a look at how it was made.

Culture offers an exploration into leading conversations and gives a space for writers to share their passion. We're not afraid of covering passions that are off the beaten track.

2.7 Lifestyle

The tone of the *Lifestyle* section should be fun, and informative. It should highlight creative, nuanced and dynamic stories as well as reflect aspects of the lives of our audience. It must be inclusive and accessible in tone. Most content should have plenty of humour and relatability. It should be easily digestible and provide helpful information. Topics covered under lifestyle are sex, dating & relationships, health, fashion, beauty, sustainability, career, finance, motherhood, food, travel, hobbies and other topics that can be broken down into short helpful, relatable or entertaining articles. The most popular article format for *Lifestyle* articles is a *Listicle* which usually consists of practical advice, how-to's or hot picks (numerical) etc. but *Personal Essays* and *Interviews* are also welcome.

When pitching *profiles* or *Q&A's* to *Lifestyle*, think about interesting and new talent (health professionals, chefs, models, designers, makeup artists, gardeners etc.)

2.8 Entertainment

Our *Entertainment* section should stay young, trendy and fresh. Topics covered are music, tv, film, celebrities, influencers and general pop culture. We also have a specific tag for *TikTok* where we can feature trends, gossip commentary and interviews. We are looking for creative artist and celebrity profiles. Consider why this person or group is relevant to be interviewed at this moment in time. Check to see whether we've already covered the person you want to speak to – if so, what has changed for the person since the last time they spoke to *The New Feminist*?

We're also looking for stories on trends. Explain the trend you've noticed and tell us which voices you'd include to best shed light on the subject. Also keen on any commentary pieces regarding industry shortcomings and/or the game-changers that are working to make the entertainment scene more equal and inclusive. Other feature stories are always welcome: is there a story behind an iconic song that no one knows about? Is an overlooked genre finally getting its due? Is there a certain tv show or film we should know about that's sparking important conversation?

3. PRODUCTION NOTES

3.1 Anonymising writers and interviewees

The anonymisation of writers and interviewees should be agreed upon in advance of publication and in conjunction with relevant laws and the editor's code. Anonymisation should only be granted in specific circumstances and editors should be conscious of explaining this reasoning to writers, just as writers should explain why they can or cannot grant anonymity to their interviewees.

Our general policy is not to anonymise the writers of articles or interviewees within articles pre or post-publication unless:

1. There is a safeguarding issue
2. There is a legal concern or complaint
3. The interviewee or writer who wishes to remain anonymous is providing access to a crucial story in the public interest. In instances of multi-interview features, apart from under exceptional circumstances, no more than half of the interviews should be anonymous.

On the first occasion a pseudonym is used, a star should appear next to the name i.e Natasha*. An italicised note should appear at the end of the copy reading: *Names have been changed to protect identities.

3.2 Removing or moderating articles on our website

Removing or moderating articles sets a precedent that doesn't align with our values around transparency and the integrity of our journalistic archive in terms of the public record; this is in line with most, if not all, professional media organisations in the UK and beyond.

Our general policy is not to delete articles or moderate them post-publication unless:

1. There is a factual inaccuracy
2. There is a safeguarding concern
3. There is a legal concern or complaint

If we do make a large factual correction to an article (beyond a typo) we will put a note at the bottom in italics, reading: *This article was amended on DATE to state that XXX. An earlier version mistakenly said XXX.

3.3 Headlines

Headlines are written in sentence case, without a full stop.

Single quotes are used around quoted speech in headlines.

Single quotes are also used in headlines around books, films, TV shows etc. ONLY if the meaning is compromised without.

3.4 Standfirsts

Standfirsts are written in sentence case, with a full stop.

Captions and credits

Captions and credits should appear directly under the image and are styled in italics as follows:

Illustration by [name of illustrator, linked to their IG or website]

Photography by [name of photographer, linked to their IG or website]

Photography via [Creative Commons / Flickr / Unsplash etc.] / [name of photographer]

Still via [Universal Studios / BBC / Netflix / YouTube] / [name of programme]

3.5 Endnotes

Endnotes are styled in italics and take a full stop. If the endnote contains words that are already italicised (e.g. the name of a book), these should be left in italics (not changed to regular).

Suggested endnotes for stories about suicide, domestic abuse, and other types of trauma:

In the UK and Ireland, Samaritans can be contacted on 116 123 or you can email jo@samaritans.org or jo@samaritans.ie. In the US, the National Suicide Prevention Lifeline is 1-800-273-8255. In Australia, the crisis support service Lifeline is 13 11 14. Other international helplines can be found at www.befrienders.org

In the UK, call Galop's National Lesbian, Gay, Bisexual and Trans+ Domestic Abuse Helpline on 0800 999 5428, the national domestic abuse helpline on 0808 2000 247 or visit Women's Aid. In the US, the domestic violence hotline is 1-800-799-SAFE (7233). Other international helplines can be found via www.befrienders.org

Text SHOUT to 85258 from anywhere in the UK, anytime 24/7, about any type of crisis, including suicidality.

In the US, TrevorLifeline, TrevorChat, and TrevorText provide LGBTQ+ crisis support. If you are thinking about suicide and in need of immediate support, please call the TrevorLifeline at 1-866-488-7386 or select TrevorChat below to connect with a counsellor.

3.6 Pull Quotes

Pull quotes are written with double quotation marks, in sentence case, and **do not take a full stop**. Names should only be added to pull quotes when there are multiple interviewees.

Pull quotes should paraphrase over using parentheses e.g.

NO: "[Growing up with mixed heritage] made me realise that no two groups of people are the same"
YES: "Growing up with mixed heritage made me realise that no two groups of people are the same"

3.7 Q&A's

The New Feminist should not be italicised in Q&As.

Q&A interviews don't require speech marks.

Question in bold, answer in regular.

Use full names, each in bold, on first mention only.

The New Feminist: Question
Mayim Bialik: Answer

Question
Answer

3.8 Sponsored Content

All sponsored content should be categorised **and** tagged as Sponsored Content to pull through sponsored content formatting.

The sponsor should also be mentioned at the beginning of the body copy, in italics, as follows:

Supported by X

Used to describe editorially independent content where funding has been accepted from a third party. This may describe new content or pre-planned content. Before funds are exchanged, the relevant editor is consulted on the suitability of the funding for the project. *The New Feminist* and its commissioning editors are not obliged to accept ideas or changes from the funder. *The New Feminist* is not required to show content or edits to the funder for approval.

This is also used to describe content that has been produced using funding from foundations or organisations engaged in philanthropic funding.

Produced in partnership with X / Sponsored by X

Used to describe content funded by a brand partner for the purposes of advertisement, marketing or communication to *The New Feminist* readers. gal-dem has been paid to produce this content and was obliged to consider (but not accept) feedback and edit suggestions from the end funder. All partnership content is the result of a creative strategy devised by *The New Feminist* staff and worked out in partnership with a marketing or media agency and brand client.

3.9 Content Warnings

Content warnings should be included for articles that mention sexual assault, child abuse, domestic abuse, suicide, eating disorders, self-harm, discriminatory language, racism, transphobia, queerphobia (homophobia, lesbophobia, biphobia etc.), Islamophobia, antisemitism, casteism, miscarriage and abortion, mental illness and/or ableism.

Content warnings should appear at the beginning of the body copy and styled in **bold**, as follows:

Content warning: This article contains mentions of suicide and self-harm.

3.10 Reporting on self-harm and suicide

Self-harm and suicide must be covered with extreme sensitivity. Providing information on how to contact organisations where people can find support is essential, as well as avoiding coverage which includes details of self-harm or suicide methods and/or sensationalises or romanticises suicidal behaviour.

Additional resources: <https://www.samaritans.org/about-samaritans/media-guidelines/guidance-covering-youth-suicides-clusters-and-self-harm/guidance-covering-self-harm-media/>

3.11 Reporting on eating disorders

Additional resources: <https://www.beateatingdisorders.org.uk/media-centre/media-guidelines/>

4. COPY STYLE & FORMATTING

The New Feminist is styled in *italics* and can be shortened to TNF ONLY after it has been written out in full with TNF in parentheses after it:

The New Feminist (TNF).

TNF

The New Feminist uses UK English spelling (e.g. realised NOT realized) – except with proper nouns e.g. *The Color Purple*.

For any points not addressed in the style guide, refer to *Collins English Dictionary* and *The Guardian's* style guide.

4.1 Accents

If a 'foreign' word is widely used in English, accents are not needed (e.g. cafe, facade) – except when necessary for meaning (e.g. rosé, saké).

See also: Italics

4.2 Acronyms

Acronyms are styled without full stops e.g. BBC, EU

For lesser-known acronyms, write out in full and include acronym in parenthesis on first mention – and then acronym can be used thereafter e.g. the National Union of Students (NUS)

Acronyms and abbreviations of proper nouns that are pronounced as words should be spelled out with an initial capital e.g. Nato, Covid, Aids, Unesco, Nasa

4.3 Ampersands

Ampersands should not be used, unless they are part of a brand's name (e.g. H&M, Marks & Spencer) or a widely known abbreviation (e.g. G&T).

4.4 Apostrophes

N.B. apostrophe+s = possession of one e.g. the writer's article

s+apostrophe = possession of more than one e.g. the readers' replies

it's = it is e.g. it's about time

its = belonging to it e.g. back in its box

Words that end in 's' are followed only by an apostrophe (no 's'), unless the official name includes an 's' e.g. *The Times'* editor-in-chief; James' coat BUT St James's Park

N.B. 'six months' time' but 'six months pregnant'. As suggested by *The Guardian*, test with 'one' – 'one day's time', 'one month pregnant'.

4.5 Brackets/Parenthesis

Full sentences in brackets should be written in sentence case (i.e. starting with a capital) and the full stop goes inside the brackets e.g. (This is a full sentence that ends with a full stop.)

Likewise, if a full sentence within the brackets ends with a question mark or exclamation mark, there is no need for a full stop after the bracket.

Square brackets are used to add clarity to direct quotes. Avoid overuse.

4.6 Acronyms

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Acronyms and abbreviations of proper nouns that are pronounced as words should be spelled out with an initial capital e.g. Nato, Covid, Aids, Unesco, Nasa

4.7 Capitalisation

Capitals are used for proper nouns.

When it comes to irregular use of capitals, *The New Feminist* generally matches style e.g. YouTube, eBay, iPhone – except if it looks really bizarre. Use discretion.

Names of books, films, albums, TV shows, plays, songs etc. should be capitalised. HOWEVER, the following words should be lowercase UNLESS they come at the beginning of the title or subtitle: **a, and, at, for, from, in, of, on, the, to e.g.**

Sapiens: A Brief History of Humankind
Notes of a Native Son

Subjects and degrees should be lowercase e.g. he studied politics at LSE, she has a PhD in child psychology

Be careful with the capitalisation of 'The' e.g. **the** United States NOT The United States, **the** Human Rights Act NOT The Human Rights Act

See also: Acronyms, Geographical Regions, Titles

4.8 Colons

Colons are used to join two clauses where the second illustrates or expands on the first e.g.

The results are clear: Biden has won the election.

If sales are anything to go by, their strategy works: this year, the company is expected to hit £1.9bn in revenue.

Colons are also used to introduce a list – although they should not be used where they would interrupt the flow of the sentence e.g.

His shadow cabinet includes three former ministers: X, Y and Z
His shadow cabinet includes X, Y and Z.

Colons can be used to introduce speech (but must be a full sentence) e.g.

When I ask her how she felt at the time, she replies: "I was devastated."

Colons should generally be followed by a lowercase, except when used to introduce speech (as above).

See also: Commas, Semicolons

4.9 Contractions

Use of contractions such as 'don't' and 'hasn't' are fine.

In direct speech, only use contractions when they have been used by the person quoted.

4.10 Commas

As a general rule, *The New Feminist* does not use Oxford commas (commas before 'and' in a list). However sometimes they're useful for the reader e.g. Her favourite foods are pizza, fish and chips, and spaghetti bolognese.

Other times, they're necessary to clarify meaning. Below an example from The Guardian:

I dedicate this book to my parents, Toni Morrison and James Baldwin.
I dedicate this book to my parents, Toni Morrison, **and** James Baldwin.

Try to avoid comma splices (where two related clauses that would work as sentences on their own are joined by a comma) – although they can be used stylistically/in speech e.g.

INCORRECT: Bernie Sanders is technically not a Democrat, he's an independent.
CORRECT: Bernie Sanders is technically not a Democrat; he's an independent.
CORRECT: Bernie Sanders is technically not a Democrat – he's an independent.

See also: Colons, Hyphens and dashes, Semicolons

4.11 Dates & times

Dates do not take 'th', 'nd', 'st' or 'rd'.

As a general rule, dates should be written without the day e.g. **18 November** NOT Tuesday 18 November – unless necessary for meaning.

Decades are written numerically, do not take an apostrophe and are not abbreviated e.g. **1990s** NOT nineties, '90s or 90's

N.B. 'early 2000s' and 'late 2000s' but '**mid-2000s**' (with hyphen)

Use the 12-hour clock, with full stops not colons e.g. **4am, 5.20pm**

In running copy, time periods should be styled with 'to' or 'until' (i.e. written out), not a dash or hyphen e.g. from 5pm to 10pm, from 2010 until 2017

See also: Numbers

4.12 Geographical regions

Countries, continents, states, counties and cities are capitalised e.g. the United Kingdom, South America, California, Greater Manchester, Paris

For large regions that are distinct geopolitical areas, the cardinal points are capitalised e.g. **West** Africa, Eastern Europe, the **Global South**, the **Middle East**

For small/less distinct regions, the cardinal points are written in lowercase e.g. the **north-south** divide, **east** London, the **south** of France

EXCEPT: the West End, the East End

N.B. Terms such as 'the West' and 'the Global South' should generally be avoided as they tend to homogenise. Be specific where you can. Avoid 'third world' and 'developing'.

4.13 Hyphens and dashes

As a general rule, hyphens (-) are used to join words, while dashes (–) are used to join clauses.

The New Feminist uses en-dashes (alt + hyphen) NOT em-dashes. Avoid overuse.

Adjectival phrases/compound modifiers (i.e. when two words precede a noun to form an adjective) should be hyphenated e.g. half-eaten sandwich, a well-known actor, first-year student, a lime-green dress. Note that, after the noun, these don't need hyphenating e.g. the dress is lime green, the actor is well known

N.B.

An 18-year-old

An 18-year-old woman

She is 18 years old

Adverbs ending in -ly do not take a hyphen e.g. a smartly dressed woman, a hotly disputed issue

N.B. Certain words and phrases take hyphens as nouns but not as verbs e.g.

They set up for the event BUT They helped with set-up

We agreed to catch up BUT Let's arrange a catch-up

4.14 Italics

Italics are used for publications such as books, magazines, journals and newspapers e.g. *The New Yorker*, *The Times*

N.B. British *Vogue* NOT *British Vogue*

Italics are also used for albums, films, plays, games, TV shows and exhibitions.

'Foreign' words (i.e. those that don't appear in Collins dictionary and we know not to be English) should be italicised on first mention only.

See also: Capitalisation, Publications, Quotation marks

4.15 Measurements

Percentages should be written with numerals. Use % symbol, not 'percent' or 'per cent' e.g. 2% of the population

Degrees should be written using C and F e.g. the goal is to keep global warming under 1.5C. However, if the context is unclear, then use 'degrees' written out in full.

Currencies should be written with the symbol e.g. £7, 50p, \$10.99. If the symbol is not widely known, write out in full e.g. 50 Swiss francs

As a general rule, measurements should be written numerically and the unit abbreviated (e.g. 5kg, 7lb, 400m), except if meaning is unclear.

Heights should be given in 'imperial' measurements using 'ft' and 'in', and styled with a space e.g. 5ft 7in

See also: Dates and times, Numbers

4.16 Names

In running copy, use full name on first instance and first name from then on.

HOWEVER, if the person being quoted is a politician, government official or another expert in their field, use full name on first instance and surname name from then on.

Initials of an individual's name take no punctuation e.g. Samuel L Jackson. Likewise, do not use spaces between initials e.g. CS Lewis

See also: Titles

4.17 Numbers

One to nine should be written out in full, 10 onwards in numerals (although measurements and currencies are an exception).

HOWEVER sentences should not begin with numerals – write out in full. An exception to this rule is headlines e.g. 6 ways to improve your weekend

All decimals should be written numerically e.g. 1.9, 4.5

Thousands take a comma e.g. 3,000, 67,000

Millions and billions are written out in full when rounded e.g. two million, 11 billion. However, for currency, use 'm' for million and 'bn' for billion, with no spaces e.g. £2.5m, £6bn

Approximate ages should be written out in full e.g. twenties NOT 20s, thirties NOT 30s

Fractions should be written in full e.g. one third, one half, two thirds

See also: Dates and times, Measurements

4.18 Publications

Publications such as magazines, newspapers, journals and books are styled in italics.

N.B. Certain publications take capital 'The' (e.g. *The Telegraph*, *The Times*) while others do not (e.g. *the Financial Times*, *the Guardian*). It is fine to remove the 'the' to better fit the sentence e.g.

He is a *Telegraph* columnist

They wrote the *Sunday Times* bestselling book (here, 'the' refers to the book, not the newspaper)

See also: Italics, Quotation marks

4.19 Quotations

The New Feminist uses double quotation marks for speech and direct quotes.

Single quotation marks are used for song titles, poems, artworks, essays and articles.

Single quotation marks are also used for any examples of emphasis and can be used to highlight certain words or letters e.g. There is no 'l' in team.

Single quotation marks are used for **quotes within quotes** as well as **quotes within a Q&A**.

Single quotation marks are also used instead of double quotation marks in **headlines** and **standfirsts**.

Typically, if direct speech is broken up by information on who is speaking, a comma is needed inside the quotation marks.

"I'm trying to focus on myself for a bit," she tells me.

When a quote is a full sentence, the full stop should go inside the quotation marks e.g.

As X writes in the *Guardian*, "It's upsetting but unsurprising that the government has chosen not to U-turn on this decision."

If a quote does not form a full sentence, the full stop goes outside the quotation marks e.g.

She described her former colleague as "passionate and principled".

If a quote is broken up but still forms a full sentence, the full stop should still be inside the quotation marks e.g.

"I don't agree with his decision," they reply, "but I understand why he did **it**."

N.B. When speech runs on to a new paragraph, quotation marks should be left open at the end of the first paragraph and 're-opened' on the next paragraph.

See also: Italics

4.20 Semicolons

Semicolons sit between a comma and a full stop, and are used to join together independent clauses (i.e. they could stand alone as sentences) that are related e.g.

She spent her time at university campaigning against the war; he was a member of the Bullingdon Club.

On the final day we went to see the pyramids; they were even bigger than I expected.

They can also be used to break up a long list (where commas don't quite suffice).

Avoid semicolons in headlines, standfirsts and quoted speech.

See also: Colons, Commas

4.21 Singular and plural

Most teams, companies, organisations, collectives, groups and bands take the singular e.g. *The New Feminist* is, Nike has, the government is. However, plural should be used for those whose names are plural e.g. The Rolling Stones, Boyz II Men

(However, fine to use 'we' for *The New Feminist*.)

N.B. Labour is singular, whereas the Conservatives and the Liberal Democrats are plural i.e. Labour has BUT the Conservatives have.

4.22 Tenses

Headlines should be written using active language in the present tense.

Body copy of interviews and features should be written in the present tense i.e. 'they/she/he says', 'they/she/he feels' etc. Use the past tense for news pieces i.e. 'they/she/he said', 'they/she/he felt' etc.

4.23 Titles

Titles are written without a full stop e.g. Mr Johnson, Dr Fauci, Mx Alabanza – although full names are preferred.

As a general rule, *The New Feminist* does not use courtesy titles such as 'Lord', 'Sir' (unless stylistic or necessary for meaning) e.g. Alan Sugar NOT Lord Sugar, Keir Starmer NOT Sir Keir Starmer. However, for those known widely or exclusively by their titles (e.g. the Queen, Prince Harry), these are fine.

Job titles are written in lowercase (unless acronyms) e.g. founder, editor-in-chief, shadow foreign secretary, leader of the opposition

N.B Joe Biden is the next **president** of the United States

Former **president** Barack Obama

The **pope** made a speech

BUT: He spoke to **President** Macron OR She met **Pope** Francis (here, 'President' and 'Pope' are used like 'Dr' or 'Ms')

Avoid unnecessarily gendered job titles e.g. actor NOT actress. Likewise, 'police officer' is preferred to 'policeman', 'firefighter' to 'fireman' etc.

See also: Names

4.24 URLs

URLs are styled without www. and should be linked to open in a new window i.e. thenewfeminist.co.uk

5. SENSITIVITY & INCLUSIVITY

5.1 Disability and mental health

The New Feminist as an organisation views disability through the social model, meaning we understand that a person is disabled by the barriers society puts in their way, rather than a medical model which views disability through what may be 'wrong' with a person.

As a general rule, disability should only be included when relevant to the story. Disabilities should be used as adjectives, not nouns.

NOT 'wheelchair-bound' – instead **'uses a wheelchair'**

NOT 'the handicapped', 'the disabled' – instead **'disabled people'**

NOT 'the blind', 'the deaf' – instead **'blind people', 'deaf people'**

NOT 'A person with a visual impairment' – instead **'A visually impaired person'**

In our reporting we actively seek to avoid the following tropes:

- Disabled people as pitiable
- Disabled people as inspirational or 'super-human'
- Disabled people as victims

In line with the Social Model of Disability, we know many people choose to refer to themselves as disabled as a political choice and therefore use identity-first language. This may change based on individual preference, and in the US person-first language is more commonly used. Where possible, go with the wording that individuals have specified they are most comfortable with.

Avoid using mental health illnesses as synonyms i.e. 'anorexic' does not mean thin, 'depressed' does not mean sad etc.

It's best to refer to people who are not disabled as 'non-disabled' and avoid the use of terms like 'able-bodied', which implies that all people with disabilities lack 'able bodies' or the ability to use their bodies well.

Additional resources: <https://ncdj.org/2015/09/terms-to-avoid-when-writing-about-disability/>

N.B. Words such as 'dumb' and 'lame' are slurs and should be avoided in any context. The words 'insane', 'crazy' and 'mad' should also be avoided in favour of words such as 'wild' or 'unreal'. Steer clear of using disabilities metaphorically e.g. 'blind spot', 'fall on deaf ears', 'paralysed by fear', 'crippled with work'

Some people choose not to identify as disabled:

- Neurodivergence – do not assume all autistic/Neurodivergent people see themselves as disabled.
- Mental health – people within the Survivors Movement see mental illness as a cultural construct rather than a set of medical conditions with a basis in science. They may not necessarily identify as disabled people.
- D/deaf – a large number of Deaf people whose first language is BSL see themselves as part of a language minority and see Deafness as part of their cultural identity.

'Deaf' is capitalised when referring to someone who has been Deaf their whole life to acknowledge that it's an identity and there's a Deaf community with its own language and culture.

Additional resources: <https://signhealth.org.uk/resources/learn-about-deafness/deaf-or-deaf/>

5.2 Gender

As a general rule, gender identity (along with parental and marital status) should only be included when relevant to the story.

Gender identity/pronouns should not be assumed. It's always better to check than to misgender someone. Clarify which pronouns you should use in your article to avoid outing closeted trans people.

Genderfluid, non-binary, agender people or those who have genders outside the binary use a variety of pronouns for third-person reference. The most common is 'they/them', but people may also use neopronouns such as 'zie/hirs' e.g. 'they are very happy with themselves', 'zie is very happy with himself'. (N.B. Spelling varies from person to person so always check.)

Sometimes people may use a combination of pronouns or mix them up e.g. 'she/they', 'they/he', 'she/he/they'. In this case, check with the person as to how they would like to be referred in your articles. If checking isn't a possibility, slash their pronouns in the first instances and then use a combination of pronouns throughout the article, keeping a single pronoun per paragraph or section.

For public figures, look at social media and articles to check pronouns.

Avoid language that equates gender with anatomy. Refer to **'people who menstruate'**, **'people who have periods'**, **'people with prostates'** etc.

When talking about people who are affected by transmisogyny (transphobia and misogyny) – i.e. trans women, transfeminine people – refer to them as **'transmisogyny-affected'**. Refer to those who aren't affected by it – i.e. trans men, transmasculine people – as **'transmisogyny-exempt'**. This is a useful catch-all without resorting to the tired 'women and non-binary people'.

assigned male/female at birth (ONLY when relevant)

NOT 'biological male/female', 'born male/female' or 'born a man/woman'

Additional resources: <https://www.glaad.org/reference/transgender>, <https://transjournalists.org/style-guide/>

cisgender

NOT 'normal'. Can be abbreviated to 'cis'. Means 'same as' i.e. a cis man was assigned male at birth and feels congruence with that.

deadname

NOT 'birth name', 'original name' etc. This is the best way to refer to a trans person's name before they came out and changed it (if at all, as not all trans people do change their names). Generally speaking, you should not record this unless given explicit consent from the person whose deadname it is. Any reference to deadname should be replaced with the correct name – unless there's explicit consent to keep it in.

For video/audio sources that misgender/deadname someone, every effort should be made to cut around it, block out the misgendering/deadnaming or simply not use that source.

gender confirmation/affirmation surgery

NOT 'sex change' or 'reassignment'

transitioned/transitioning

Use of this word should be led by the author/trans person. 'Medically/socially transitioned' can also sometimes be used where relevant.

gender dysphoria

NOT 'gender identity disorder'

is X gender

NOT 'identifies as', unless specifically used by speaker

non-binary

Always write in full. You may sometimes see this abbreviated as 'nb', 'n-b' or 'enby' – however 'nb' is often also used to mean non-black and 'enby' is not used by everyone. Therefore 'non-binary' is best to avoid doubt.

people

NOT 'men and women', 'ladies and gentlemen' etc. DO use 'everyone', 'reader(s)' and other gender neutral collective terms.

pronouns

NOT 'preferred pronouns'

transgender

It is fine for 'transgender' to be abbreviated to 'trans'. Should be used as an adjective i.e. 'a transgender woman' or 'trans people' NOT 'a transgender', 'a transgendered woman' or "transgenders". NOT "transsexual", unless this is preferred term.

female/male

Using 'female/male' should be avoided where possible as an adjective and we do not use 'female/male' as a noun.

marginalised genders

An inclusive term used to refer to people pushed to the margins of society or who face economic, political or social inequality as a result of their gender identity. Marginalised genders encompasses people who self-define as women (cis, trans or otherwise), trans men, people have a fluid gender identity or whose gender identity falls outside of the binary, and those who are intersex. N.B. 'Underrepresented genders' is another inclusive term that can be used.

For more on language around trans people, refer to <https://transjournalists.org/style-guide/>

5.3 Race and ethnicity

As a general rule, race and ethnicity should only be included when relevant to the story.

There are longstanding debates about **the use of collective terms** (see: BAME, POC, BPOC and black/Black) as descriptors. While language is always evolving, no term currently in existence is without its flaws, and we should always be as specific as possible when referring to people's race or ethnicity. At *The New Feminist*, we do recognise the importance and political significance of collective organising and shared lived experiences between racialised groups in the UK and beyond. In working together to put the voices of people of colour of marginalised genders to the forefront, we are drawing on the history of organisations such as the United Coloured People's Alliance and the Organisation for Women of Asian and African Descent.

Additional resources: <https://www.npr.org/sections/codeswitch/2014/11/07/362273449/why-we-have-so-many-terms-for-people-of-color>

There are also longstanding debates among linguists about **the hyphenation of ethnicities**, which some believe connotes not fully belonging to a group or country. As a general rule, *The New Feminist* uses hyphens for nationalities (e.g. she is French-Canadian, the British-American actor) but NOT ethnicities (e.g. African Caribbean, black British) – even if adjectival (e.g. the first African American president). Hyphens should also be used for prefixes such as 'Anglo-', 'Franco-' etc – although we do not use the prefix 'Afro-'.

Additional resources: <https://style.mla.org/hyphens-names-of-ethnic-groups/>

African Caribbean

NOT 'Afro-Caribbean'

antisemitism

No hyphen and lowercase 's'.

Additional resources: <https://holocaustremembrance.com/spelling-antisemitism>

Arab

Refers to Arabic-speaking nations or people from an Arabic-speaking country. Not synonymous with Muslim, North African or Middle Eastern. When referring to events in a specific country, name the country rather than generalising with 'Arab'. When ethnicity or nationality is relevant, it is more precise and accurate to specify the country by using Lebanese, Palestinian or whatever is appropriate. Arab is a noun for a person and it can also be used as an adjective, as in Arab country or Arab culture or Arab food.

N.B. Iran is not an Arab country. The majority of Iranian people are Persian and the language is Farsi. Arabian is an adjective that refers to Saudi Arabia and the Arabian Peninsula, or for things, such as an Arabian horse – not Arab people, their language, culture or dress. Arabic is the name of the language spoken in Arab countries and it is generally not used as an adjective. It is never used to describe people or their identities.

Asian

Always used as an adjective i.e. 'an Asian woman' rather than 'an Asian', 'is Asian' rather than 'is an Asian'. N.B. In the UK, Asian is often used to refer to South Asian people, whereas in the US, it typically refers to East Asian people. When referring to an individual, their country of origin is preferred if known. Specificity is key as the experiences of people vary hugely and this can have huge political significance.

BAME

Black, Asian and minority ethnic. Avoid if possible – while BAME serves a similar function to POC, its usage is more highly contested because of its history of being used in bureaucratic box-ticking exercises. N.B. BAME is not interchangeable with people of colour, as it also includes minority groups racialised as white such as Irish Travellers and Eastern Europeans.

BIPOC / BPOC

BIPOC can be used in the context of the US, where 'I' refers to Indigenous/Native American. Leave if the writer is adamant, but specifics are preferred. In the UK, BPOC is used by some writers but POC is preferred unless there is a specific reason for isolating those of black identity within the acronym.

black/Black

Used to refer to those of the black Caribbean and African diaspora, including those of mixed race where relevant. Capitalise at request of writer but used in lowercase across *The New Feminist* comms as standard due to the UK's history of political Blackness. Always used as an adjective – 'black people' not 'blacks'.

brown

In the UK, most commonly used to refer to those of South Asian heritage, though sometimes used by other communities, including Latinx and black people, especially as a descriptor for skin tone. When speaking of black and South Asian communities in the UK, writers can say, for example, 'black and brown'. Capitalise at request of writer but used in lowercase across *The New Feminist* comms.

caste

When writing about the caste system, capitalise terminology. Savarnas are those who fall within the system i.e. in the four main castes of Brahmin, Kshatriya, Vaishya and Shudra. Avarnas are those who fall outside this, including scheduled castes and tribes, notably the Dalit community – the term for the most lowered caste (generally try to avoid use of 'Untouchables', unless writer or interviewees are from Dalit background and this is their preferred term).

Central Asian

Used to refer to people whose heritage is from Kazakhstan, Kyrgyzstan, Tajikistan, Turkmenistan and Uzbekistan. 'Central' takes capitals.

Indigenous

Commonly used to refer to peoples who are the descendants of those who were there before the country or region was colonised by the dominant society, especially in the Americas and Australia. Always capitalised. N.B. Not all Indigenous peoples are also tribal.

Additional resources: <https://www.survivalinternational.org/info/terminology>

East Asian

Used to refer to people whose heritage is from China, Taiwan, Japan, Mongolia, North Korea and South Korea. 'East' takes capitals. NOT Oriental.

ethnic

Best only to use in the case of 'ethnic minority'. Use sparingly.

global majority

A term for POC sometimes used as an alternative to 'ethnic minority' which recognises that POC represent over 80% of the world's population.

Gypsy, Roma and Traveller

Always capitalised. Can be shortened to GRT. N.B. Some find 'Gypsy' offensive – defer to the writer on preferred terms.

Additional resources: <https://www.gypsy-traveller.org/>

Latinx/Latino/Latina

Terms used to refer to people of Latin American origin. Latinx often preferred as a gender-neutral term (Spanish is gendered) as it is more inclusive of trans and gender-non-conforming people. However, Latinx can be viewed by some as 'one-size fits-all' and doesn't acknowledge colourism, anti-blackness or address white Latin Americans within this spectrum. Use preferred term.

Afro-Latinx is often a preferred term for the African diaspora in Latin America. Be more specific where possible (e.g. Afro-Indigenous, British-Colombian) and don't erase more marginalised identities within the Latinx umbrella. N.B. Latinx is not the same as Hispanic, which includes Spanish-speaking people from Spain, Mexico etc. Avoid 'Latinidad'.

mixed race

NOT mixed-race. Avoid using the word 'half' in reference to a person's identity e.g. half-black, half-Chinese. 'She is mixed black and Chinese' is a better alternative. 'Biracial' and 'dual heritage' are also fine.

Native American

'Native' takes capitals. NOT 'American Indians'. 'Indigenous' (capitalised) or 'Indigenous American' is also accepted. Always use preferred term. Whenever possible, refer to a specific tribal name (e.g. Navajo, Cherokee).

North African

Refers to people and things from North African countries and regions: Algeria, Egypt, Libya, Morocco, Sudan, Tunisia and Western Sahara. Not synonymous with Arab, Muslim or Middle Eastern. When referring to events in a specific country, name the country rather than generalising with 'Arab'. 'North' takes capitals.

N.B. All countries in North Africa are officially considered Arabic-speaking, but Arabic is not the only language spoken in North Africa. Many Arab people identify as both Arab and North African. However, Arab people are not the only ethnic group who are from North Africa and some individuals from North Africa identify as solely North African and not Arab.

Middle Eastern

Used to refer to people whose heritage is from the transcontinental region centred on Western Asia, Southeastern Europe and Northern Africa: Iran, Iraq, Palestine, Kuwait, Jordan, Lebanon, Oman, Bahrain, Qatar, Saudi Arabia, Syria, the eastern part of Turkey known also as Asia Minor, United Arab Emirates and Yemen, and northeastern Africa: Egypt and Sudan. N.B. 'SWANA' is a preferred alternative.

people of colour or person of colour

Preferred term for people not of white ethnicity, which has a political history in activist circles. Use in full on the first instance and then abbreviate to POC. N.B. Only use this term when you mean people of colour in their entirety (i.e. if you are speaking about black people specifically, use 'black people' – not 'people of colour'). NOT 'coloured people'.

[name] of colour

For example, 'journalists of colour'. Use sparingly.

women of colour

Shortened to WOC. A political statement first used in 1977 to lobby for recognition of a shared agenda for black, Indigenous, Latinx and Asian women, WOC comes from a different, and arguably more radical, political discourse than POC.

South Asian

Used to refer to people whose heritage is from Afghanistan, Pakistan, India, Nepal, Bhutan, Bangladesh, the Maldives and Sri Lanka. 'South' takes capitals. Always used as an adjective when referring to race/ethnicity.

Southeast Asian

Used to refer to people whose heritage is from Brunei, Myanmar (Burma), Cambodia, Timor-Leste, Indonesia, Laos, Malaysia, the Philippines, Singapore, Thailand and Vietnam. 'Southeast' takes capitals. Always used as an adjective when referring to race/ethnicity.

SWANA

SWANA is a decolonial acronym for the South West Asian/North African region in place of 'Middle Eastern', 'Near Eastern', 'Arab world' or 'Islamic world' – all of which have colonial, Eurocentric and Orientalist origins and are not suited to encompass such a large region of people who do not share the same countries or continents, sects, religions or languages (e.g. Egypt is home to Arab, Coptic and Amazigh people, and the languages spanning the SWANA region include Arabic, Farsi, Tamazight and more). Several activist groups from the region/s use SWANA as an alternative. SWANA is used to speak to the diversity of communities from the region and to forward the most vulnerable in the communities' liberation.

5.4 Sexuality

As a general rule, sexuality should only be included when relevant to the story. Sexualities should be used as adjectives not nouns e.g. gay people NOT gays, she is bisexual NOT she is a bisexual – although 'lesbian' is an exception. Always use preferred terminology and avoid making assumptions.

asexual

Can be abbreviated to 'ace' after first mention if put in brackets e.g. an asexual (ace) woman

bisexual

Can be abbreviated to 'bi'

LGBTQIA+

NOT 'LGBT' or 'LGBTQ' etc., unless quoted from a specific study/person

same-sex marriage

NOT 'gay marriage'

queer

ONLY when used by someone from the community as a self-definition. It's ideally not used as a catch-all as not all LGBTQIA+ people use it, though it's often used in POC circles.

Avoid the word 'homosexual' as it has clinical connotations. 'Homosexuality' can be used if referring to specific policies or laws e.g. The Uganda Anti-Homosexuality Act.

QTPOC

An abbreviation for queer and trans people of colour.

Additional resources: <http://glaad.org/reference/offensive>

5.5 Slurs

Racist/homophobic/transphobic slurs should be avoided, but if they are used within a piece or directly quoted they should generally be starred from the first vowel i.e n*gger, p*ki.

See also: Content warnings

5.6 Other

anti-abortion

NOT 'pro-life'

enslaved / enslaved people

Preferred over 'slave'

prisoner

NOT 'inmate'

sex worker or sex work

Allow sex workers to self-define (i.e. The English Collective of Prostitutes) but generally NOT 'prostitute' or 'prostitution' unless referring to laws or policies.

immigration

When writing about immigration, do not use the term 'illegal' to describe people – 'undocumented' is fine, but specifics are better. In general, try to avoid labelling an individual as an 'immigrant' if possible e.g. Her parents moved to the UK from Ghana RATHER THAN Her parents were Ghanaian immigrants.

5.7 Specific Words

Aids

afro (lowercase)

Afrobeats (uppercase)

amid (not 'amidst')

bell hooks (lowercase)

cafe (no accent)

Covid-19 (not all-caps)

government (lowercase)

internet (lowercase)

OK (capitalised, without full stops, NOT 'okay')

parliament (lowercase)

R&B (capitalised, with ampersand)

tweet (lowercase)

WhatsApp

YouTube