



planetSHINE > Contributor Guidelines

Want to write for planetSHINE? Here are our contributor guidelines.

planetSHINE exists to:

- **thinksomething:** produce content that is provocative, open, inspiring and interesting
- **dosomething:** start conversations between people and move them to concrete action
- **makesomethingbetter:** use human connection and ingenuity to make a positive difference in the world

We are dedicated to creating content - film, audio and the written word - that entertains, informs and inspires our readers. Content that expands the echo chamber and facilitates true conversation.

We're looking for compelling stories full of personality and a unique point of view, that are well-researched and always end with positive action the audience can take. We strive for a diversity of voices and experiences and welcome stories from under-represented communities.

How to pitch content for planetSHINE

We are looking for content that promotes equality (for humans, animals and the planet) and sustainability (actively protecting the finite resources on the planet). And everything we do needs to empower people to take concrete actions in their lives.

This is about hope, not despair; solutions, not problems.

If you picture an X-Y axis, we have a range of topics that we create content around on one axis and a storytelling approach on the other axis.

Topics can include:

- **Climate action**, shining a spotlight on positive systemic solutions, but focusing more on individual actions on behalf of the planet, such as a zero waste lifestyle, reducing plastic, planting trees, young activists making a difference, etc.
- **Food and drink**, showcasing the celebrities and athletes engaged in plant-based lifestyles, making this lifestyle aspirational and helping people start and further incorporate this into their daily lives
- **Fashion and beauty**, cheerleading for innovations but also showing people how to get started with the slow fashion movement, minimalist wardrobes, organic and cruelty-free products and a DIY approach to personal care

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As for the storytelling approach, we have four main categories:

- **Film & Entertainment:** This section is where we tell in-depth, compelling stories - usually around 1500-3000 words or 5+ minutes of film. Because our focus is on narrative storytelling and entertaining content, we are looking for interesting characters, a vivid setting and a strong narrative arc. Our hero content often takes the form of a profile - of individuals, organisations, brands or movements that are making a difference. This section can cover a broad range of topics and should feel timely and relevant.
- **Comment & Culture:** Our comment and culture section covers a broad range of lifestyle topics as well as commentary and opinion pieces responding to current events and cultural happenings. These are shorter, punchier pieces ranging from 350-750 words or 2-3 minutes of film. We also seek to publish content that is fair and balanced, allowing people from all sides of an issue to have their say.
- **Weird Shit:** Off-beat, interesting, unusual, slightly strange, often funny - these are the stories that make you go 'huh...!' We are open to pitches for this section and will consider first-person pieces, personal essays, experiments and interviews with change-makers. Please send pitches with a sample headline, 2-3 sentence summary of the piece, format it will take and why you think this story should be told now.
- **Insights & Intelligence:** While this may start with data, what we're looking for are personal stories that bring the data to life. We want to simplify the latest research, reports and science to make it all easy to understand and actionable. Content here can be 500-750 words or 2-3 minute film. Even if you're covering a weighty topic, remember to use a light touch and apply 'pub rules' - if the topic or phrasing would silence your mates in the pub, try a different approach.

We follow a Attract > Inform > Inspire > Empower framework for our content:

- **Attract:** We capture attention and attract our audience with intriguing headlines, thought-provoking subheads, impactful visuals and action footage
- **Inform:** We then provide context, showing the audience what's happening on the planet, in our lives, in the headlines; never overwhelming them with data, complex arguments or super niche framing
- **Inspire:** We introduce the audience to innovations, people, products and movements that are changing the world
- **Empower:** And we always end with actionable steps the audience can follow to be part of the change themselves, sharing tools, tips and resources



Our Tone of Voice

We are not...	We are...
Righteous	Purposeful
Aggressive	Provocative
Heavy	Playful
Preachy	Emphatic
Crass	Raw
Intellectual	Bright
Negative	Positive

If you have a story to tell, we want to hear from you - email julie@shineglobal.co to start the conversation.