



Information and guidance for contributors to The Third Pole

About us

The Third Pole was launched in 2010 as a multilingual platform, publishing in Hindi, Nepali, Urdu, Bengali, English and Russian dedicated to promoting information and discussion about the Himalayan watershed and the rivers that originate there.

Audience

We provide a platform for open discussion, with the aim of informing and educating our readers and helping to build equitable and constructive solutions to global environmental problems. Our coverage focuses on the Hindu Kush Himalayan region and the basins of rivers that flow down from these mountain ranges, along with Central Asia. We aim to provide high-quality, non-expert, intelligent stories in a range of formats. Please keep your story accessible to someone who may be coming to the topic for the first time, but also on a level that may be read by policymakers, NGOs, academics who are familiar with the issues.

House style

We use the [Collins dictionary](#) and the [Guardian style guide](#). Please try to ensure submitted copy conforms to this as closely as possible.

Your article should include:

- An engaging, impactful first paragraph that will bring in non-expert readers and make them care about the topic.
- Local vs global: we want to amplify local voices and stories, but for readers to pay attention to us, we need to be accessible. Always ask yourself why readers should care about the information you are sharing, and make your case in the story, looking at global trends, similar cases happening elsewhere or broader consequences.
- A concise first 4 or 5 paragraphs should give a good summation of the problem and your argument, to be developed in the piece.
- For most reports (excluding opinion pieces or Q&As) include interviews which reflect an equal gender balance and voices from different sectors – and at least one South Asian perspective if the story is about South Asian policy/ investment/ trade/ engagement etc. At least three named interviewees are preferred where possible.
- Please bear in mind that your article may be translated into a number of other languages, including Hindi, Urdu, Bengali, Nepali, Russian and Chinese, and will reach an audience that tends to be educated but may know nothing about the subject. They may not know names, places, organisations cited in the article



(so spell things out and locate them eg *the Dibang valley in Arunachal Pradesh, north-east India* and organisations, (eg *British website Climate Home*).

- It's good to end with a view to the future: recommendations, outstanding challenges for the future of food production/ responsible mining etc. What does all this mean for people in Nepal/Bhutan/Himachal Pradesh and beyond?
- Unless otherwise agreed with the editors, make sure your story is maximum 1000 words long. Filing a 2000-word feature just means we will cut 1000 words.
- Ensure all copy provided is original. Direct quotes should be short: do not copy long passages. Any direct quotes used should be correctly marked and referenced (with a hyperlink if quoting from a publication).
- Please add in as many hyperlinks as possible to relevant reports, policies, articles, websites of NGOs mentioned etc
- Recommendations for Creative Commons or other free, licensed photos would be welcome, including your own pictures.
- Where appropriate for telling the story, data that can be built into graphs/ charts/ infographics is also recommended. We will do this in-house in TTP style; please provide relevant raw data for use in graphics in .xls or .csv file formats, along with a note summarising what you want the graphic to represent.
- Where possible, we use maps to illustrate a story. We can build these in-house - if you think a map would fit your piece, please contact us so we can arrange this. Please provide coordinates (latitude, longitude) for less well-known locations.

Photos

When we have commissioned a text article, we may agree to use photographs taken by the contributor to illustrate the story. These photographs would be credited to the photographer, who must agree to publishing under our [Creative Commons licence](#). This means that the photographs 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. For more information, see our [republishing policy](#).

When providing photos, please clarify if you do not own the copyright for that image. If someone else owns the copyright (either another person who took the photograph, or an employer on whose behalf you may have taken the photograph), The Third Pole must agree the terms of usage with them.

If you are specifically commissioned to supply photographs, you will be provided with a detailed brief in advance and will be asked to sign a contract. The Third Pole will then own copyright of these photographs.



Submitting your article

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

- a one-sentence author bio - for example
<https://www.thethirdpole.net/en/author/khurramhusain/>
- a suitable byline picture - for example
<https://www.thethirdpole.net/en/author/isabel-hilton/>
- your Twitter handle (unless you would prefer this to remain private)

Please read through our privacy policy; by submitting the above and your financial details (for invoicing purposes), you are agreeing to our data use as outlined [here](#). Data security and the highest standards of journalism are upheld to ensure sources and intermediaries are always to be kept confidential and protected.

We adhere to the [IMPRESS Standards Code](#).

The Third Pole has the ultimate and final editorial authority on any content published on our sites.

When the article has been published, please share the link on your social networks mentioning our handles. Please add any insight gained from writing the article.

Twitter: @third_pole

Facebook: thethirdpole

LinkedIn: The Third Pole

Fees/invoicing

Please file your invoice once the piece has been submitted. Spike fees are 50% of the agreed commission fee.

We will provide a blank invoice template with all our details included. Our invoices are paid within 30 days.

If you are registered for VAT, please inform The Third Pole on receipt of this document.

Licences

We publish under a Creative Commons licence and encourage our stories to be republished with attribution. Please read:

<https://www.thethirdpole.net/en/republishing/>

Articles can be republished 24 hours after their original publication on The Third Pole. When sharing via social media, please share the original article, not a republication.