

## EDITORIAL GUIDELINES

### BEFORE YOU START ON YOUR ARTICLE:

#### Is your article featuring something relevant to underground music, styles, or lifestyles?

If you're not sure if it's suitable for Public Pressure, please check with one of our editors before starting on it.

#### Public Pressure publishes stories. Not music reviews.

We write about the people making the art: their views on music, life, politics, their hopes, expectations, struggles, disappointments, achievements, anecdotes, etc. A small detail can be your entire article. In fact, we love it when it is. It can also be surreal. Whatever, as long as it reads like a story with a good narrative.

Imagine you are telling a friend about the artist. Will you go: "He/she was born in... Their first album was... They played Glastonbury...." It's boring! How long would anyone pay attention to this bio-related stuff?

Or will you say: "This band built their own guitars. Took them ages, then they trashed them at a gig, for no reason it seems. I spoke to the singer and he said....." Ok, now you've got my full attention.

#### Is the article about a band / artist?

We operate on an average ratio of 3 articles published about a band to 1 about a "topic". If you wish to write about a topic rather than a specific artist, please check with our editorial team first to see if it's a good fit and time to do so.

#### Interviews are almost always a requirement.

Imagine watching the news. How good would it be if only the presenter spoke, never cutting to the person the story is about for their views? If you never get to hear first-hand from the person at the story's heart? Boring, right?

Since we do not do "music reviews" but instead write stories and narratives about the people behind the art, it is almost always necessary to gather their views and feature them in the article.

This makes the article interesting and brings the reader closer to the artist. It also validates your Journalist status if people take the time to speak to you and give you their views. You may even get some unique and exclusive comments. This is partly what makes a good journalist.

**We are publishing fewer articles where the sole voice of the article comes from the writer. It's a fact.**

By all means, give your opinion; however ensure that the people in your article also speak. We exist to feature the best of the underground and the people making the art. This is what readers want to read most about.

Do not hesitate to check with our editorial team before starting on an article. We are here to help. Ask any questions you may have. It's better to get it right at the start than have to rewrite it at the end.

## **BEFORE YOU SUBMIT:**

**Please go through this checklist to make sure that your article is ready for submission:**

- ✔ Does your article tell a story with a beginning, middle and end?
- ✔ Have you got the artist involved, such as through an interview, etc.? This may not always be possible but we must try.
- ✔ Have you got an irresistible title?
- ✔ Have you got a large photo or a link to a picture on flickr.com (with permissions) and a list of online links for your artist?
- ✘ Is your article full of description of the band's music or biography?

**And finally, take the time to read your article out loud: you'll notice areas that don't read well.**