**CRER Perspectives**

**Pitching Pack**

This pack contains everything you need to know about submitting a proposal to CRER Perspectives. It includes information to help with your pitch along with the submission form.

Please ensure that you have read and understood all of the information below before completing and returning the form. We can’t accept your pitch if it doesn’t meet our criteria.

**What is CRER Perspectives?**

CRER Perspectives is a platform for fresh perspectives and voices. It offers paid opportunities to contribute to the debate on race and racism in Scotland.

Using a simple pitching system with a few basic guidelines set out in this pack, ideas that chime with our vision and mission will be selected for commissioning.

**Who can pitch?**

CRER Perspectives is open to Black and minority ethnic writers based in Scotland. Our work challenges structural racism, so the focus of this programme is on writers from communities which have been negatively affected by racialisation.

There are two tiers to the programme:

**Tier 1: Aspiring and early career writers**

The majority of the work commissioned through this programme will be from aspiring and early career writers. Aspiring writers will already be writing, for example online or academically, but on an amateur basis. Early career writers may have achieved some paid writing opportunities, but will not be firmly established as professionals.

**Tier 2: Established writers**

We realise that established professionals can be held back by systemic racism in the media and publishing industries. In light of this, we’ll also consider commissioning more experienced writers for hard-to-pitch pieces that would make a significant contribution to anti-racist narratives in Scotland.

In all cases, we need to see examples of your previous writing so that we know you’re capable of producing high quality work. You will submit the examples you want us to look at as part of your pitch, but we may also use an internet search for examples of your previous writing in order to make sure the tier you’re applying under is accurate.

We will accept joint pitches, but please bear in mind that payment will reflect the length of the piece and the work needed to develop it rather than the number of people involved, so it may be more financially advantageous to pitch as an individual.

You must be over 16 years of age and have access to a bank account in order to receive payment.

**What can I pitch?**

We will accept pitches for most short to medium length factual writing formats. For example, these can include critical essays, opinion pieces, primary or secondary research reports/briefings, discussion papers, interviews etc. Depending on the length and weight of the subject, these will either be published as a blog article or a standalone publication.

We don’t accept pitches for previously published work, fiction, poetry, reviews, visual art or film. We don’t accept fully written pieces in lieu of a pitch. We can accept pitches that you have submitted elsewhere, but you must inform us if your pitch to another platform succeeds.

CRER’s work is evidence based. Your pitch, and the content of your submission if successful, should reflect this approach. If you are commissioned to write for us, your referencing must be robust, and we will not pay for submitted work that includes plagiarism, content that is not supported by evidence or questionable speculation. Please bear this in mind when thinking about ideas to pitch.

CRER’s work is rights based. We will not accept pitches that suggest Black and minority ethnic communities are responsible for, or should be expected to solve, the inequalities that affect them.

**What does a good pitch look like?**

Your pitch is more likely to be successful if:

* The topic has strong relevance for race and anti-racism in the Scottish context
* It has wider relevance than simply your own experience; we would normally expect pieces to be written in the third person and to draw on multiple perspectives and sources
* It fits with our anti-racist ethos and interests
* It brings new information to light, or brings a new perspective
* It’s written in an accessible, engaging way
* It tells a story that people will want to read more about
* It clearly sets out what you want to write about, why it’s important and the message you want the reader to take away

Your pitch is less likely to be successful if:

* The topic has been covered many times before
* It largely replicates or duplicates something already published
* The subject matter or purpose is vague or very broad
* It’s written in an overly academic or jargonistic style
* It sounds like a polemic or uses florid language

You may find it useful to read some of our [previous publications and blog posts](https://www.crer.org.uk/) to get a feel for the tone and writing style we use.

**How do I pitch?**

To submit your pitches, please complete the short submission form provided at the end of this document along with two examples of your previous writing.

The form allows you to pitch one to three pieces. This is to ensure that you have the chance to put across your strongest ideas without filling out multiple submissions. Each pitch should be 250 words or fewer, and include your estimated word count.

You will have read and followed the guidance in this pack when completing the submission form. If your pitch clearly doesn’t meet the criteria set out (i.e. eligibility and what you can pitch for), it will be automatically rejected.

We will consider a maximum of two submission forms per calendar year from each writer. Please bear in mind that we will only commission a small number of pieces each year, so quality is more important than quantity.

Your submission form and the two examples of previous writing should be submitted as word or PDF documents. Please include your name in the file names of both the examples and the form.

Submit your form to CRER’s Deputy Director, Carol Young – [carol@crer.org.uk](mailto:carol@crer.org.uk)

CRER Perspectives is a rolling programme with no application deadline, so you can submit your pitch at any time.

**What happens next?**

The CRER team will consider each pitch in line with the factors described in this document. As with other writing platforms and publications, we will select the pitches that we consider to be most suitable and our decision will be final.

If your pitch is successful, we will contact you to let you know and get the ball rolling with commissioning.

We will seek to commission a small number of pieces at a time, so even if you don’t hear from us after initially submitting your pitch, we may still commission it in future. We will keep all of the pitches that might be suitable for commissioning on file, so you don’t need to resubmit a pitch. We will review this system periodically to make sure that it complies with data protection requirements, and may contact you to check that you’re happy for us to retain your pitch.

We won’t be able to offer feedback on pitches that are unsuccessful.

If successful, you’ll be given feedback on your pitch and we will commission you to produce a piece within agreed word counts by a specific deadline. In return, you will receive payment of an agreed amount based on [NUJ Fees Guide for online writing](http://www.londonfreelance.org/feesguide/index.php?&section=Online%2Fdigital+media&subsect=Writing+and+research) rates after submission. Please note, we cannot guarantee to accept or pay you for work that is submitted late or diverges from what we’ve commissioned you to do. The agreement to produce the work will be set out in a Confirmation of Commission Form that sets out your rights as the author and CRER’s rights as the publisher.

Although the programme is aimed primarily at new and emerging writers, as a paid platform, we will be operating under similar conditions as any other publisher. We will provide you with our house style guide; whilst we want to hear your authentic voice, we also need the content published through CRER Perspectives to have some consistency in tone and quality. Your submitted piece may be edited in order to hone it for publication, so you’ll have to be open to our input and support.

We look forward to hearing what you’ve got!

**CRER Perspectives**

**Pitch Submission Form**

CRER Perspectives is a platform for BME writers in Scotland. Please ensure that you meet the criteria described in the pitching pack before completing this form.

Name:

Address:

Email:

Please describe your ethnicity:

Which tier are you applying under (delete as appropriate)?

Tier 1: Aspiring and Early Career Writers

Tier 2: Established Writers

Please give us a brief summary of your unpaid writing experience:

Please give us a brief summary of your paid writing experience (if any):

You have the opportunity to submit up to three pitches using this form. Please note, the word count referred to is the word count of the piece you want to write, not your pitch.

**Please refer to the section ‘what does a good pitch look like’ before completing.**

**Pitch 1**

Tell us what you want to write (maximum 250 words):

Estimated word count:

**Pitch 2**

Tell us what you want to write (maximum 250 words):

Estimated word count:

**Pitch 3**

Tell us what you want to write (maximum 250 words):

Estimated word count:

Please help us by completing our equality monitoring form. This is an anonymous survey and doesn’t form part of your submission. As an anti-racist organisation, we recognise intersectionality and always aim to involve a representative range of people in what we do. Your response will help us to understand whether we’re succeeding in this aim – Complete the survey [here](https://www.surveymonkey.co.uk/r/XR96HM2)