

Hispanic Link News Service

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WRITERS GUIDELINES

Hispanic Link News Service syndicates three opinion, news analysis and feature columns weekly to more than 300 newspapers and other media throughout the United States, with some additional distribution in Latin America. Columns are offered in English and Spanish.

Through its service, Hispanic Link attempts to:

- 1) give exposure to the views and expertise of Hispanic authorities in all fields;
- 2) educate a general audience on Hispanic interests, issues and perspectives;
- 3) create a national showcase for Hispanic writing talent; and
- 4) provide a conduit for Hispanic writers and experts in and beyond the United States to exchange information, views and ideas.

SUGGESTIONS FOR WRITERS

- Free-lance writers, as well as non-writers with interesting things to say, are encouraged to submit columns and ideas.
- Ideal column length is 600-700 words. Occasionally we will syndicate or place longer pieces.
- Columns should be submitted in English. If the author wishes to include Spanish versions as well, fine.
- Columns should be written for a general audience and, when dealing with issues, should address their national implications whenever possible.
- Author's view should be well supported with facts, data and interesting anecdotes, personal experiences, etc., if applicable.
- There are no political taboos. Hispanic Link tries to offer a balance of viewpoints reflective of the U.S. Hispanic population.

The columns should interest a broad readership. Most deal with subjects of particular importance to Hispanics. Our audience includes geographically spread Chicanos, Puerto Ricans, Central Americans, Cubans and other Latino and non-Latino readers. If your subject is strictly local, it must be sufficiently interesting to appeal to a national readership. Often columns on local situations can be enhanced with examples, parallels or anecdotes involving other regions or other Hispanic national-origin groups.

Try to gain the attention and respect of the reader quickly. Hispanic Link uses many advocacy pieces. The most successful are those that include timely supportive data and present arguments in such a way so as not to "turn off" readers who don't automatically share the author's view. While difficult to write, humor columns – or columns with a light touch – are particularly effective.

Our only taboos: 1) Do NOT use the word "American" to refer to the United States or its residents. 2) Do NOT use the demeaning terms "illegal alien" or "minority," period. They are distortions of our language. He who defines, rules.

Send inquiries or submit columns by e-mail (editor@hispaniclink.org) or regular mail. Hispanic Link pays for columns on use and buys all rights. For column examples, check our Web site www.HispanicLink.org. If you want reaction to a column or story idea ahead of time, call Charlie Ericksen at (202) 234-0281.

Thanks.