

In the previous discussion about the media, we established that in our technological world media are all around us, and that media literacy in the wider sense means not only the ability to understand and critically receive the media, but also the ability to produce them. While in the past only few people had the access and opportunity to produce the media, in our technologically developed world potentially everyone can send media messages, via social networks and numerous platforms such as **Facebook**, **Twitter**, **Youtube**, your personal or your organization's blogs, podcasts etc.

If you are already an experienced author who already published his/her work, then you are already aware of the places, be those more traditional ones like the printed newspapers or online journals, magazines and websites avenues, where your articles can be published.

18.1. Publishing your first article

For those who didn't have such experience before, we are here suggesting some outlets where to pitch your first article.

Once you're generally satisfied with the article you wrote, the first address you might want to send it could well be the **Transnational Youth Magazine** or **TYM**, which is an international online journal for youth policy and activism. Administered by the **CDER** as part of the **Mediactive Youth** project and initiative, the TYM contains hundreds of articles from virtually all aspects of youth issues and problems, written by over **100 authors** from around the world. The potential advantage of writing for the TYM is that it is open for everyone, and that it intentionally serves in part for the new and experienced authors. All contributors will receive a feedback and editorial input, intended to improve and consolidate your writing and research skills.



Another logical choice for your first article(s) could, of course, be the websites of the **youth** organizations and **civil society** organizations that you're associated with. If you're not involved with any organization at the moment, you could simply do a bit of a Google search to find out which organization from your town/city/country is active in the field that you're writing about, or close to the topic of your work. Most organizations have their websites, and good CSOs easily stand out with regularly updated and well-maintained websites that provide sufficient information about their previous and ongoing projects and publications. This also means that they are well administered, and it is thus most likely that you'll get a quick response if you send them your article. This is also a good way to introduce yourself and get involved with these organizations, as they are – as a rule – always interested in expanding their outreach and having more young activists interested in their work and involved with them.

For more ambitious and experienced authors, you should feel free to send your article to your local/regional and/or national newspapers. Most newspapers have easily identifiable editorial policy and perspective; this means that they are either left, right-wing or centre oriented, liberal or conservative, pro or anti-government and the alike. Some may be more dedicated to the topics of ecology, climate change, youth activism, while others could focus on some other topics. Do a short search and survey to see where the articles similar to yours are published, or where the authors you find inspiring published their work, and simply send it to them. While this 'blind' approach doesn't warrant acceptance, it's not uncommon to have an article accepted and published in the papers. That means you'd become a published author!

For even more ambitious writers, you might consider pitching your thought to some global and reliable newspapers and media outlets such as the **Guardian**, **New York Times**, **Washington Post** etc.

The
Washington
Post

This [link](#), for instance, provides a rather detailed description on how to send your comment/opinion piece to the *Guardian*.

19.2. Pitching your comment/opinion

While it is most unlikely that you'd get your individual article published in these papers in this way, they have a well maintained and edited comments sections. Thus, you could send a commentary or reflection on an article you read there and see if you'd get it published there as a comment. These commentaries could be quite long, and they have a firm structure, so producing one such comment is an excellent exercise in brevity, structure, cohesion and style.

Here is another very useful article entitled *How to pitch an article to Guardian Opinion*, written by *Kira Cochrane*, on how to send your work to the Guardian, which effectively applies to all UK and USA major newspapers.

These **six rules** could be taken as a general rule for sending your work to any other **big newspapers**:



- 1 **Don't** send fully written pieces
- 2 **Send** over one idea at a time, two at the most
- 3 Keep it fairly short, and **simple**
- 4 **Explain** why this piece needs to be written right now
- 5 **Explain** why you're the right person to write this piece
- 6 Clearly **describe** the piece you're pitching in the email subject line

But even an absence of a reply or a negative feedback shouldn't by any means discourage you, because writing and publishing is a craft that requires persistence, repetition and revisions. There's no one who write extensively who didn't get their article rejected in full or in part at one point or another. So, if you continue to write and improve your writing skills, it is most certain that your work will get published and you'll gain valuable experience in this process of identifying your publishing sources.