



Sustainability Television™

Style Guide

Sustainability Television values your contribution to the ideals of integrity, mutual respect, and mutual benefit. To ensure that these values are maintained we ask that contributors read and make use of the following guidelines:

Reflecting Positive, Solutions-Oriented Intent

We have created this style guide to help our members and contributors to write news and blog articles and create videos that engage, inspire and empower others.

Sustainability Television is committed to positive solutions-based media. Here you will find examples of new ideas and attitudes towards everything; free of politics and arguments. We encourage all of our members to discuss their solutions and opinions in a positively framed and solution-oriented context.

We choose to focus on what is “right” with the world instead of focusing on what is “wrong”. We choose to focus on what people can do to make their community and collectively our world, a better place.

We encourage you to go beyond issues into solutions!

Pointers

Fill your content with lots of verifiable, real-world examples so that readers can put your ideas into practice in their own lives - today!

Imagine what the world can be and focus your attention on the positive future you would like to see, and the steps we need to take to get there. It is up to you to tell us how!

Write about topics you are passionate about.

Use an attractive title.

Readers want to know “How to...” or “Why should you...” or “The way to...”

Insert pictures and videos – preferably your own.

Use hyperlinks to provide further reference on a subject (link to videos, news articles, references, etc.),

Add significant tags and descriptive words,

Keep it simple, but informative,

Please note: Content that is pointedly negative will be moderated out as it doesn't fit with our mandate.

How to write news and blog articles for Sustainability TV

Sharing information over the internet allows our members to directly submit content that empowers citizen engagement and a much more interactive and educational experience for everyone.

Below you will find a few additional guidelines to help you with submitting your content:

Diversity

Try to be mindful of diversity in our community, and write openly without prejudice. (i.e. differences in ability, age, class, gender, race, religion or ethnicity)

Audience

The Sustainability Television audience has an expectation of positive, solution-oriented content. Be mindful of your readers' expectations when framing your writing. Useful questions to ask yourself about your audience include the following:

What do your readers know about the subject you are writing about?

What background information will readers need to understand your topic?

Is there an interesting, insightful, inspiring, or innovative idea the reader can take from your topic?

Would this piece be considered educational in nature?

Preferred Language

When posting a blog or content: Use positive words, stories and comments.

We encourage bilingual content (English + any other language).

Here are some examples of acceptable bilingual blog posts:

Chinese/ English: <http://bit.ly/1k7ix85> (one paragraph in Chinese, and one paragraph in English)

English/ Polish: <http://bit.ly/1k7ix85> (the entire article in English and the entire article in Polish)

Check Your Facts

Often the difference between a good story and a really great story is the research!

Take the time to research and verify the facts of your story.

Talk to people who are actually involved with your area of interest and get as much information as possible.

Wherever possible, try to use as much evidence as you can to support your position or ideas.

When quoting other people's articles or ideas, always make sure that you correctly cite the source.

Active Voice vs. Passive Voice

Where appropriate, choose active verbs over passive verbs. Active verbs move the action directly from the subject to the object and are more direct and less verbose.

ACTIVE: Jane read the book

PASSIVE: The book was read by Jane

Under No Circumstances should you

upload, submit, publish, transmit, display, disseminate or otherwise communicate any materials while connected to or otherwise using this Website that: (i) are fraudulent, defamatory, libelous or inaccurate, (ii) are abusive or threatening towards or invade the privacy of any third party, (iii) which are offensive, obscene or pornographic; (iv) infringe intellectual property rights, including copyrights, of any third party; (v) violate any law or regulation; (vi) advocate illegal activity; (vii) advertise or otherwise solicit funds or are a solicitation for goods or services; or (viii) are treated as confidential under any contract or policy.

In general, you should not be doing anything that would generally be considered objectionable or not in the best interest of Sustainability Television, our members, or the public good.

For more information on Member Conduct, please refer to our:

Terms of Use: <https://www.sustainabilitytelevision.com/terms-of-use> , and

Privacy Policy: <https://www.sustainabilitytelevision.com/privacy-policy>