

# between 10and5

## 10and5 Spotters Briefing Document

10and5 is the showcase for emerging African creativity. For the past 10 years we've built a reputation as being one of the first places to find hot young emerging creativity from South Africa, and we're now on a mission to do the same for Africa. We rely on our network of spotters to share creative work with us.

Spotters are people on various social scenes within the creative landscape (arts, advertising, fashion etc), in the know, and who share with us cool happenings/people doing amazing work/movements in their area that are new, fresh and need to be on 10and5.com. Spotting platforms creatives doing amazing work across Africa, and should include people/events/ideas/movements that our audience would love to read about. Our spotting community provides our editorial team with a key **Story Idea** that will ultimately go live on the site. We source new spotters every 2 weeks in order to keep our content fresh and representative from diverse backgrounds, locations and skills. Being a spotter allows you the opportunity to tell the world about the unsung heroes in your network, and get paid for your insight.

Our editorial team will then develop these Story Ideas that you submit into content – from videos to social posts and articles. We do not require you to write or create any content, purely highlight great creatives doing excellent work that you feel should be featured on 10and5.

### What type of stories to source?

10and5 publishes in every single creative category, with main highlights being:

Photography, design, advertising, fashion, film, product design and art.

We would typically profile e.g. lookbooks that feature collaborations between a photographer/filmmaker and a fashion designer; an interesting artist that is breaking ground in their industry or advertising that is unexpected and not run of the mill.

We recommend browsing through our site on <http://10and5.com> to see what type of articles we publish.

### 10and5 has 3 main content types:

**Pulse** – short highlights from our community. This is typically a collection of new work from a creative. These are short format and quick turnaround. 70% of your Story Ideas should be Pulse type content.

**News** – news from the creative world. Think new gallery openings, launches of design competitions, major moves in advertising. Events make up a large part of this content set and should be delivered before the event takes place. 20% of your Story Ideas should be News related. **Interviews** – a Q&A with a specific designer/artist/creative. 10% of your submissions should be ideas for a great person to interview.

### **Our conceptual framework:**

10and5 tries to be representative in everything that we do. We aim to showcase a wide variety of creators and not in a specific segment, with a focus on emerging creatives.

Our topical themes are:

- LGBTQI rights
- Feminism
- Education
- Race
- Social Justice

Not all of our work featured/profiled needs to fall into one of the topics, but we do highlight or feature work that specifically deals with these topics. Examples would be a photographic series that documents alternative views on masculinity, t-shirts with feminist slogans or advertising workshops that aim to give greater access to a community.

### **Emerging focus:**

At all times we try and highlight stories that have not been picked up by mainstream publications. We aim to be the first publication that highlights a specific creative to a wider community. Try to find an artist that you feel should have the limelight, someone whose time has come to break into popular culture.

### **Avoid**

- Sourcing events that are easily findable on Facebook, unless the event is part of an untapped and really cool scene.
- Creatives that already been covered on 10and5, unless it is a new body of work (do a quick search on the site to see if they have been profiled)
- Mainstream creative output – hard to define, but easy to spot once you've had a look at the archive of content from 10and5.

### **How to submit**

**Submit** 7-10 line items per week for two weeks. So that's between 14 – 20 items per two weeks. With each item, please provide the following:

- A detailed description about the Story Idea, which will then give us a bit of insight on the concept/article idea

- Location of what you spot. (Where is it taking place, or where is the creative from?)
- Add the names of people involved and their contact details – phone number or email is essential.
- Also include their social handles
- A link to the work (very important for our editorial team to know more)
- Upload an image of the work that best represents that work.
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Submission is done via our online submission form here: <http://10and5.com/spotters/>  
Please complete all the fields relevant in the form. You will need to be loaded as a spotter before you may contribute content ideas.

### **What happens then?**

Each Monday our editorial director will plan out the story ideas for the week. They will take your submission ideas into consideration and approve or reject the Story Ideas, based on what the editorial themes are and if that Story Idea is relevant to the website. Don't feel despondent if your story idea is not selected – it merely means that the content might not be right for us at this time, or that we feel the creative needs more work. You will be provided with short feedback for your second week of spotting.

The approved ideas will then go into the editorial production phases and will be sent to a content producer to create. The producer will get in touch with the person you have listed in the Story Idea to receive additional images, copy required and any additional background information.

If they do not receive feedback from the person within a week the article is marked as Dead and will no longer be published. It is therefore essential that you provide correct contact details, or be able to provide access to the creative. Once the Story Idea has been produced, it will then go live on 10and5's website and social media.

Only writers and content producers are credited through bylines on our site, however we are looking at ways to credit our network of spotters.

**Deadline:** Mondays at noon

**Remuneration** is R500 per week/ R1 000 per two week cycle.

Spotting is on a commissioning basis – therefore only spotters who are accredited for that cycle will be remunerated. You are welcome to submit story ideas outside of your commissioning times, however you will not be remunerated for this.

### **More information:**

If you need more information on the editorial process or would like to know more, please feel free to contact us on [contact@10and5.com](mailto:contact@10and5.com).