Inspiring a New Generation of Peace Journalists:
A Peace Journalism and Freelance Writing Primer

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Abstract

Peace journalism reflects on the background and context of local, national, and international conflicts and issues while considering multiple perspectives; it highlights non-violent and humane problem-solving ideas and initiatives. Peace journalism tells the full story about critical social justice issues facing people, animals, and the environment and explores their interconnected nature. Freelance writers have the opportunity to use the ideals of peace journalism to write solutions-oriented articles and stories that address critical social issues and inspire readers to take action and generate positive change. This thesis explores existing research on peace journalism, primarily in the form of print media, as well as freelance writing. It synthesizes the information so that it will be useful for both journalists and educators, and serves as a resource for educators, writers, and journalists who are interested in a writing career or have a general interest in peace journalism.
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Chapter 1: Introduction and Methodology

Goals

This thesis will research existing information on peace journalism and freelance writing and synthesize the information so that it will be useful for both journalists and educators. I will also include articles that I will write that meet the peace journalism criteria, with the goal of submitting these articles for publication. The overall thesis is intended to benefit the readers, as well as myself. This thesis will serve as an opportunity for me to further my own career goals in the journalism and writing fields. It will also serve as a resource for other educators, writers, and journalists who are interested in the writing profession or have general interest in peace journalism. This will be a combination of research, creative, and professional theses and there will be subgoals for each section.

For the research-based section, I will briefly explore the topic of peace journalism, including what it is and how it relates to humane education. To me, humane education helps to create caring and compassionate individuals who develop a deeper understanding of themselves and the interconnections of the world. It encourages critical thinking, creative problem solving, effective communication, and life-long learning. I will also research freelance writing as a profession; however, this research will be limited to freelance writing for magazines and newspapers for both print and online publications. The goal of the research-based section is to provide knowledge for those who are interested in peace journalism and writing, whether the intent is to pursue journalism or writing as a career or to incorporate the concepts of peace journalism into the classroom or other learning environments.
The professional-based section of the thesis will be a peace journalism primer. It will include a comprehensive list of peace journalism resources, including sample publications and funding sources. Ideally, it would also provide lesson plans for peace journalism; however, this does not fall within the scope of this thesis. Instead, the goal will be to compile a list of existing resources that can be used by journalists, as well as educators, as a guide to create lesson plans on journalism that also meet the following goals of humane education: provide accurate information; foster curiosity, creativity, and critical thinking; instill reverence, respect, and responsibility; and offer positive choices and tools for problem-solving (What is Humane Education?, n.d.).

The creative-based section will consist of a series of articles that I will write that are in line with the elements of peace journalism, as outlined in the thesis research. The articles will range from opinion and editorial pieces to more traditional journalistic style articles. These articles will serve multiple objectives. One will be to provide readers accurate information on a particular issue, as well as provide ideas and tools for positive choices and peaceful solutions that can ultimately lead to a more humane world. The second objective is personal: to publish these articles in a newspaper, magazine, or blog to further my career in journalism and writing.

Rational

With globalization and advancement in technology, people are more connected to what is going on in the world beyond just where they live. There is an ever-expanding selection of news and information resources: network television, 24-hour cable news channels, newspapers, social media, and radio are just a few examples. With an increase in competition
and new media technologies, there is pressure on journalists for timely stories. In the article “Peace Journalism: A Paradigm Shift in Traditional Media Approach,” Aslam (2011) states that digital technology has provided unprecedented global access to event information and details of war and conflict. These technologies have the potential to alter the media paradigms by focusing the attention on speed and user participation (p. 133). This pressure on journalists to write quick and timely news stories affects their ability to spend time on quality, investigative news reports that provide context for a conflict or issue and solutions for positive change.

There is also often a focus on violence. In the article “Peace Journalism: A Paradigm Shift in Traditional Media Approach,” Aslam (2011) lists the key factors in determining how war and conflict are reported: power, politics, and profit. These factors lead to a value bias towards violence. News coverage often focuses on the specific event details of a war or conflict by covering the number of deaths and the types of weapons used. This style of reporting is referred to as war journalism (p. 119).

I began to notice the tendency for journalism to focus on violence while reflecting on my own news-watching experiences. As a child, I remember watching the local news with my parents and hearing endless stories of car accidents and gun shots. Now, I watch my young nephews absorb similar information in the news and I wonder what kind of impression this is leaving on them about the problems in the world and how they can be solved. There are immense challenges facing our society, but these news programs are not offering any solutions. My nephews, and all people, “need a new media space in which to read about good news rather than bad, solutions rather than problems, inspiration rather than desperation” (What is
the Intelligent Optimist?, 2013). People need to discover the positive choices they can make to help create a more sustainable, just, and humane world.

Peace journalism and humane education are important because they help make connections between the seemingly disparate issues often heard about in the news. Instead of quickly reporting isolated incidents that focus on violence, peace journalism provides the context necessary to understand the root causes of an issue and the potential solutions or changes that can be made to prevent an incident in the future. As Zoe Weil, co-founder of the Institute for Humane Education, states:

In order to solve global, systemic problems and create a world in which all of us can live peacefully and humanely, we needed a humane education movement in which all teachers were humane educators, all schools offered comprehensive humane education, and everyone was exposed to humane education in their lives. (Weil, n.d.)

Peace journalism can contribute to this movement. It can empower readers to make manageable, positive changes in their own lives that promote a humane and sustainable life for everyone.

Problem Statement

Currently, there is a tendency for journalism to favor timely events, two-sided conflict, consumerism, and social and political hierarchies (Hackett, 2010, p. 184). As countries become more interdependent, it is becoming increasingly important for people to have an awareness of global issues and their interconnected nature. Consuming news and information from the
media with a critical eye and from a humane education perspective will allow people to develop
a better understanding of the world's economy, politics, social structures, and environment in
order to make humane decisions that are positive for their own lives and others around them.

The isolated and disparate stories about current events from the news media provide
few opportunities for people to think critically about the choices they make that can contribute
to positive change. If from a young age people were exposed to stories that included solutions
and focused on opportunities for positive change, this could inspire a whole generation of
solutionaries and change-makers.

**Population**

This thesis has the potential to benefit multiple people. Humane education and peace journalism have many overlapping qualities, one of which is the focus on providing the
knowledge and tools necessary to find humane solutions for the world's problems. Ideally, the
readers of peace journalism articles will begin to see the potential solutions and humane
choices they can make for not only the issues addressed in the articles, but for other issues as
well. Just building an awareness of peace journalism can change the way individuals interact
with the media and watch the news, even if peace journalism isn't incorporated into the news
itself. People will watch the news with a more critical eye and begin to discover the
interconnected nature of many of the world's problems.

Other humane educators can also benefit from this thesis. Teachers can use the articles
themselves to teach peace journalism in the classroom and other learning environments. Also,
other humane educators who are interested in writing and journalism can use the research to further their careers or interests in these fields.

Lastly, this thesis also benefits me. I am not an experienced writer or journalist and this thesis serves as a tool for me to gain knowledge in these fields and use this information to guide my own career path.

Methodology

This thesis will use both scholarly and non-scholarly research. Scholarly research will be used to provide a brief introduction to peace journalism and how it relates to humane education. Both scholarly and non-scholarly research will be used to explore the freelance writing profession. There will be scholarly and non-scholarly research for the peace journalism articles in the creative-section of the thesis. Scholarly research will be used to investigate the article topics, and non-scholarly research, including interviews I will conduct, will be used to add context and develop the story. For example, for an article written about organ donation, scholarly research will be conducted to present the data while non-scholarly research could include the story of someone who has been impacted by organ donation.
Chapter 2: Literature Review

Peace Journalism: What Is It?

The ideals of peace journalism are challenging to incorporate into mainstream media, making it difficult to reach a mass audience. The following scholarly articles help to define peace journalism in both the historical and more modern contexts, discuss the challenges of operationalizing peace journalism into the current structures of mainstream media, and explore potential solutions.

In the article “Peace Journalism: A Paradigm Shift in Traditional Media Approach,” Aslam (2011) lists the key factors in determining how war and conflict are reported: power, politics, and profit. These factors lead to a value bias towards violence. News coverage often focuses on the specific details of a war or conflict by covering the number of deaths and the types of weapons used. This style of reporting is referred to as war journalism. Peace journalism, at its most basic definition, is an alternative to this violence-focused style of news coverage (p. 119).

In “A Course in Peace Journalism,” Lynch (2007) outlines the widely-shared precepts of the interdisciplinary field of Peace and Conflict Studies:

- **Violence is never wholly its own cause** — Conflict is made up of structure, culture and process — the context, without which no explanation for a violent event is complete, or indeed, correct
• **Non-violent responses are always possible** — There is always more than one way of responding to conflict. Many people, in many places, are devising, advocating and applying non-violent responses

• **More than two sides** — There are always more than two parties to any conflict — some, whose involvement or interest is hidden, need putting on the map. Others, presented as a solid aggregate of view, may contain important internal divisions, and they need dis-aggregation

• **Every party has a stake** — Parties to conflict should be seen as stakeholders, pursuing their own goals, needs and interests — some openly acknowledged, but almost invariably some hidden as well. (p. 9)

Lynch (2007) argues these precepts can be used to help evaluate journalism and its coverage of conflict (p. 9). If journalists were to consider these guidelines when covering conflict, as well as report on the root causes of violence and methods for peaceful resolution, what effect would this have on the news story? What effect would this have on the consumer of that story? These precepts closely align with peace journalism, which considers the context of the conflict and analyzes its causes and impacts. Instead of framing the conflict in terms of victory or defeat, peace journalism provides a communication platform that might help facilitate non-violent conflict resolution (Aslam, 2011, p. 119).
Peace journalism is not a new idea. The concept originated from an effort to describe the parallels and contrasts between peace and war journalism (Aslam, 2011, p. 119). By using war journalism to define peace journalism, the practice of peace journalism is potentially limited to the specific issues of war and conflict. Peace journalism should be expanded to include other social justice issues such as, poverty, climate change, animal protection, and education, as well as explore their interconnected nature. As Shaw (2012) describes, peace journalism is more than just journalism; it is a part of larger processes and movements that challenge the systems and structures of violence to help achieve peace (p. 35).

Civic or public journalism are other more modern terms that have considerable overlap with peace journalism. In the article “Sources and Civic Journalism: Changing Patterns of Reporting,” Kurpius (2002) states that civic journalism:

Is a decade-old foundation-driven effort to encourage journalism organizations to alter their coverage routines to better reflect communities and the public dialogue on issues. Civic journalism encourages greater depth of knowledge of communities, alternative framing for stories, and developing sources within layers of civic life (from officials to private individuals). (p. 853)

In “The Last Days of Civic Journalism: The Case of the Savannah Morning News,” Nip (2008) goes beyond defining civic journalism and identifies six major practices of the field: 1) listening to the public to help shape the news agenda; 2) giving ordinary people a voice; 3) covering stories in a way that facilitates public understanding and stimulates citizen deliberation of the problems behind the stories; 4) presenting news to make it more accessible
and easier for people to engage in the issues; 5) engaging the community in problem solving; and 6) maximizing the impact of the coverage in the community (p. 189).

Appreciative and solutions journalism are two other emerging fields that focus on the basic ideals of peace journalism, while also expanding their concepts beyond just war and conflict. The Solutions Journalism Network defines solutions journalism as “critical and clear-eyed reporting that investigates and explains credible responses to social problems” (What is SOJO?, 2013). However, the scholarly research is still limited in these entirely new journalism domains.

**Peace Journalism in Practice**

Peace journalism and other similar styles of reporting are becoming more prevalent, but in a fairly limited context. Nip (2008) conducted an ethnographic observation of the interactions among journalists, editors, and reporters at a local newspaper, the _Savannah Morning News (SMN)_ over a four week period. She also interviewed 21 current and three former journalists of the _SMN_, focusing on the meaning and practice of news making to them (p. 181). The purpose of the study was to determine whether civic journalism is on the decline or if the label is no longer necessary because its practices have been incorporated into the larger journalism profession and routines (p. 179). Her findings show that while it is easier to incorporate the practices of civic journalism into reporting of special projects and editorial pieces, there was controversy over whether certain practices of civic journalism – such as engaging the community in problem solving – could be seen as advocating for a particular solution and whether that could be considered unethical. Also, some _SMN_ journalists doubted
the feasibility of expanding beyond project-based civic journalism and the potential to neglect event reporting (pp. 190-191). Although this research included observations and interviews that provided a more in-depth understanding of a complex phenomenon, the research is also limited to just one local newspaper and may not be transferable to other jurisdictions or media outlets.

In another study, Lee (2010) did a content analysis of 1,973 stories from 16 different English-language and vernacular newspapers from four Asian countries. She concluded that feature and op-ed pieces are more likely to incorporate peace journalism rather than hard news (p. 379). Hard news pieces report on recent events and generally do not include a lot of background or story development, while feature pieces tend to be more in-depth, relatable, human-interest stories (How to Write a Feature Story, 2011). Although Lee’s study was conducted outside of the United States and used a different research method than the SMJ research described above, the results of both studies are comparable.

The “Regime of Objectivity”

The question of peace journalism and ethics is often tied to the goal of objectivity in the journalism profession. In the article “Journalism for Peace and Justice: Towards a Comparative Analysis of Media Paradigms,” Hackett (2010) describes the dominant paradigm of journalism as the “regime of objectivity” and that this regime constitutes “an interrelated complex of ideas and practices that provide a general model for conceiving, defining, arranging, and evaluating news texts, practices, and institutions” (p. 180). In journalism, objectivity strives for accuracy, impartiality, a detachment from personal bias, and overall neutrality on issues being reported.
However the “regime of objectivity” also makes an assumption of a positivist approach to knowledge and reality, meaning it’s possible to accurately depict the facts of a story as real and without bias through careful observation. Hackett argues that while values of objectivity have much to offer, especially when compared with sensationalism or propaganda, they can also be problematic for providing motivation to find alternative solutions to issues of conflict and poverty. For example, striving for balance can reduce the complexity of an issue to only two sides where one side can only win at the expense of the other, limiting opportunities for win-win conflict resolution alternatives (pp. 180-182). In other words the “regime of objectivity” can directly conflict with the ideals of peace journalism.

The “regime of objectivity” is also reflected in the dominant structures of the mainstream media. In his article, Hackett (2010) questions whether peace journalism proposes a challenge to these dominant structures. Although he determines there is no clear answer (p. 183), he later points to the tendency of journalism to favor timely events, two-sided conflict, consumerism, and social and political hierarchies. Peace journalism “values long-term peace-building processes, collective decision making, political commitment, human solidarity, social change, and low-cost grassroots mobilization” (p. 184). Given the perceived incompatibility of these ideals with the rigid goal of objectivity in mainstream media, peace journalism does challenge these dominant structures.

Mainstream media, by definition, reach a large audience. The public most trust evening news programs as a reliable news source (Hackett & Zhao, 2005, p. 276). How can journalists incorporate the ideals of peace journalism into mainstream media, such as evening news
programs, so that their journalistic pieces can reach a mass audience? In order to incorporate these ideals, the current challenges need to be understood.

Peace Journalism: Challenges

The challenges of incorporating peace journalism into mainstream media are diverse, ranging from changes needed in journalist perspectives and standards to changes needed in the structure and ownership of media. Although peace journalism has been fairly well developed in theory, Lee (2010) recognizes that “theory building cannot begin without an understanding of the structural limitations – media and institutional – governing media coverage of war and conflict” (p. 376). Hackett (2010) also states that journalists in the Western corporate media lack both the incentives and the autonomy to transform journalism and the dominant structures without powerful allies outside the field (p. 186).

New media technologies continue to pressure journalists for timely stories. In the article “Peace Journalism: A Paradigm Shift in Traditional Media Approach,” Aslam (2011) states that digital technology has provided unprecedented global access to event information and details of war and conflict. These technologies have the potential to alter the media paradigms by focusing the attention on speed and user participation (p. 133). The pressure for journalists to write quick and timely news stories affects their ability to spend time on quality, investigative reporting.

In a survey conducted by Reporting the World (RtW), journalists and editors from around the world were asked to assess how well the media in their own countries were fulfilling the public service role of journalism. Over 60 percent of respondents said they were not doing
well, and the obstacle blamed more than any other was journalistic conventions (Hackett & Zhao, 2005, p. 279). Although there were 120 journalists and editors surveyed from 28 countries, the question on perceived obstacles to peace journalism was multiple choice, limiting the respondents’ answers and possibly the reliability of the study. The journalists and editors also responded to the survey on a volunteer basis, which has the potential to skew the results by including only those who are interested in the subject. The authors also recognize the non-scientific nature of the sample and cite this as a potential bias in the study (p. 279).

In the article “‘I’m Doing This to Change the World’: Journalism in Alternative and Mainstream Media,” Harcup (2005) conducts a qualitative study through a questionnaire which examines the motivations of journalists who have practiced in both alternative and mainstream media and the relationship between the two (p. 362). Although there is not a universal definition of alternative media, it is often portrayed as existing in opposition to mainstream media. Those involved in alternative media generally strive to serve the public interest, which “appears to be far from the norm among journalists in the wider industry” (p. 362). Harcup captures the opinion of one journalist, who admits his initial journalistic motivation was fame and money, not a desire to serve the public interest (p. 362). Harcup acknowledges the limitations of a qualitative study and the potential for the data to be anecdotal; however, he also points to the potential for even a small sample size to provide important understanding and insight on the subject.
Peace Journalism: Solutions

Based on the previous studies, there is an assumption that journalistic conventions represent at least a portion of the overall challenge to incorporating peace journalism into mainstream media. One strategy for reform would be to address these conventions from within the journalism field. In the article “Peace Journalism: Principles and Structural Limitations in the News Coverage of Three Conflicts,” Lee (2010) indicates that “peace journalism prescribes, through an expression of judgment, what media ought to do and outlines the moral obligations of journalists to play a significant and meaningful role to promote peace in war and conflict” (p. 376). In order for journalists to promote peace, the journalism field needs to be teaching peace journalism in educational institutions and recruiting journalists who consider it their role to promote peace.

In the article “Journalism for Peace and Justice: Towards a Comparative Analysis of Media Paradigms,” Hackett (2010) offers several solutions for overcoming these challenges. He first addresses the potential conflict between the ideals of peace journalism and the more conventional paradigms of the mainstream media and liberal capitalism by focusing on the commonalities of freedom, democracy, diversity, and human rights. In societies where these are established norms, it makes sense to use these norms to introduce strategic and systems-level reform (p. 194).

Secondly, Hackett turns to the potential of alternative media. Although alternative media do not have the influence mainstream media have, alternative media can still be an important component of change. By expanding the range of voices heard, promoting
democratic values and practices, and focusing on non-violent alternatives to conflict, expanding alternative media outlets can bring to attention the deficit of mainstream media (p. 194). In other words, alternative media can help call attention to the focus of violence in the mainstream media and be a call for change.

Hackett also proposes structural reforms in the form of “public and community media that offset the biases of corporate and government media towards commercial and political propaganda, subsidies for media production and access in the global South [less developed countries], genuinely internationalist media, and media governance regimes that reinforce popular communication rights” (p. 194). Given the challenges presented previously, these structural reforms would not necessarily be easy to implement; but they are straightforward changes that would diversify journalistic voices, create more checks and balances for current media organizations, and increase access to important news and information around the world – all of which can create opportunities for peace journalism to reach a larger audience.

Similar to Shaw (2012), and framing peace journalism as a part of a larger movement, Aslam (2011) points out that peace journalism is not restricted to news media and can be equally as meaningful when used in other forms of media including documentaries; photojournalism; and media for a targeted audience, such as women, children, or other underrepresented groups (p. 124).

Lastly, a solution for incorporating peace journalism into the mainstream media can focus on the audience – the individuals who are the consumers of the information. According to a study conducted by the Associated Press (AP), young people are often overwhelmed or
dissatisfied with the news and desire more comprehensive news stories (as cited in Nordenson, 2008, para. 2). In response to this study, the AP made a number of changes to the way it produced the news, including attempts to reduce clutter and repetition and launching new initiatives to provide more analytical content (Nordenson, Journalism’s New Role section, paras. 4-5). Also, Aslam (2011) states, that profit is a factor in determining the media’s approach to reporting conflict (p. 119). Based on this information, the media will go where the audience goes. If the public seek out news coverage on peace, conflict resolution, and non-violent solution-oriented options, then the media will eventually follow.

Conclusion

There is a good deal of research on peace journalism and what it is; however, there is less scholarly research on the practice of peace journalism, its challenges, and how peace journalism can be expanded to include issues beyond war and conflict – not just in theory, but in practice. There are other terms and journalistic movements that overlap with peace journalism, including, but not limited to, civic journalism, solutions journalism, and appreciative journalism. Ideally, more research would be conducted to explore these other types of journalism, how they’re being incorporated into the mainstream media, and on the gaps that still need to be filled.
Chapter 3: Thesis

Inspiring a New Generation of Peace Journalists: A Peace Journalism and Freelance Writing Primer

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I. Welcome and Overview

A. Brief Introduction

Humane education helps to create caring and compassionate individuals who develop a deeper understanding of themselves and the interconnections of the world. It encourages critical thinking, creative problem solving, effective communication, and life-long learning. Peace journalism can be defined as journalism through a humane education lens. This thesis provides an introduction to peace journalism and freelance writing. It is intended to serve as a resource to other aspiring humane educators, journalists, and writers, as well as provide the personal opportunity for me to research a field of interest and explore new career opportunities.

This thesis is the culmination of my graduate studies in the Humane Education M.Ed. program at Valparaiso University and the Institute for Humane Education. I am not a professional writer or journalist, but through my graduate program I have discovered a love for both. I have an undergraduate degree in biology with minors in psychology and health. I worked as a contractor for the federal government for seven years where I often did technical writing for various software programs and decision support tools. I am currently an Adoption and Rescue Coordinator for a non-profit animal shelter and have a passion for animal welfare, as well as other social issues. For me, journalism sparks a curiosity that I felt compelled to pursue.

B. Terminology

In this thesis, the term *peace journalism* is used to describe a specific type of journalism that focuses on non-violent solutions. I chose this term because it was the most prevalent in
scholarly research; however, there are several other terms that are becoming more widespread, including appreciative journalism and solutions journalism. In this thesis, I have not compared the various terms and have not addressed which term is most appropriate. My decision to use peace journalism was not because I think it is the most suitable, instead it was chosen in an effort to remain consistent with the research and within this document. The definition of peace journalism within this thesis, which will be addressed later in the document, is broader than many of the definitions in scholarly research and was created based on my own limited experience as a writer and humane education student.

Throughout this thesis, I will also use the terms writer and journalist. Although there is likely considerable overlap, as the journalism profession continues to evolve with the expansion of blogs and online magazines, it’s possible not all writers consider themselves journalists but can still incorporate peace journalism into their work.

II. About My Thesis

A. Goals

This thesis will research existing information on peace journalism and freelance writing and synthesize the information so that it will be useful for both journalists and educators. I will also include articles that I wrote that meet peace journalism criteria, with the goal of submitting these articles, or other similar articles, for publication. The overall thesis is intended to benefit the readers of the thesis and the articles, as well as myself. This thesis will serve as an opportunity for me to further my own career goals in the journalism and writing fields. It will also serve as a resource for other educators, writers, and journalists who are interested in the writing profession or have general interest in peace journalism. This thesis will be a
combination of research, creative, and professional theses and there will be subgoals for each section.

For the research-based section, I will briefly explore the topic of peace journalism, including what it is and how it relates to humane education. I will also research freelance writing as a profession; however, this research will be limited to freelance writing for magazines and newspapers for both print and online publications. The goal of the research-based section is to provide knowledge for those who are interested in peace journalism and writing, whether the intent is to pursue journalism or writing as a career or to incorporate the concepts of peace journalism into the classroom or other learning environments.

The professional-based section of the thesis will be a peace journalism primer. It will include a comprehensive list of peace journalism resources, including sample publications and funding sources. Ideally, it would also provide lesson plans for peace journalism that humane educators could use in the classroom; however, this does not fall within the scope of this thesis. Instead, the goal will be to compile a list of existing resources that can be used by journalists, as well as educators, to use as guidance to create lesson plans on journalism that also meet the goals of humane education, as identified by the Institute for Humane Education: provide accurate information; foster curiosity, creativity, and critical thinking; instill reverence, respect, and responsibility; and offer positive choices and tools for problem-solving (What is Humane Education, n.d.).

The creative-based section will consist of a series of articles that I wrote that are in line with the elements of peace journalism, as outlined in the thesis research. These articles will
serve multiple objectives. One will be to provide readers accurate information on a particular issue, as well as provide ideas and tools for positive choices and peaceful solutions that can ultimately lead to a more humane world. The second objective is personal: to publish these articles in a newspaper, magazine, or blog to further my career in journalism and writing.

B. How to Use This Document

This thesis can be read straight through to come away with a general understanding of peace journalism and how it relates to humane education, as well as a general understanding of the freelance writing profession. However, each section is also written so that it can stand alone if the reader prefers to focus on a specific topic.

III. Background

A. What is Humane Education?

In *Earth in Mind* (2004), David Orr notes, “My point is simply that education is no guarantee of decency, prudence, or wisdom” (p. 8). Although this statement may be true, I don’t think it has to be. Humane education provides opportunities for positive change. Currently, education often provides the content and the knowledge, but not necessarily the tools and the skills to apply that knowledge. When I think of a typical education, I think of isolated teachers, fragmented subjects, standardized tests, grades, and authority. The current education system prepares students to survive within the constructs of current economic, cultural, and social systems; systems that are unsustainable and often degrade the environment, exploit both human and non-human animals, and harm our ecosystems.
Humane education is a life-long learning process with a focus on the whole – the interconnectedness of issues, rather than disjointed subjects. People have the ability to make an impact, whether positive or negative, on others and the world around them; and humane education creates caring, compassionate individuals who develop a deeper understanding of themselves, strong relationships with others, and a passion for life. Humane education isn’t a single subject, but a lens that allows participants to view the world through solutionary eyes; it provides the strategies to think critically, problem-solve creatively, communicate effectively, and learn continuously. Humane education “provides the knowledge and tools to put our values into action in meaningful, far-reaching ways so that we can find solutions that work for all” (What is Humane Education, n.d.).

B. What is Peace Journalism?

News coverage often focuses on the specific event details of a war or conflict by covering the number of deaths and the types of weapons used. This style of reporting is referred to as war journalism. Peace journalism, at its most basic definition, is an alternative to this violence-focused style of news coverage (Aslam, 2011, p. 119).

However, by using war journalism to define peace journalism, the practice of peace journalism is potentially limited to the specific issues of war and conflict. Peace journalism should be expanded to include other social justice issues like, poverty, climate change, animal protection, and education, as well as explore their interconnected nature. As Shaw (2012) describes, peace journalism is more than just journalism; it is a part of larger processes and movements that challenge the systems and structures of violence to help achieve peace (p. 35). Peace journalism reflects on the background and context of local, national, and international
conflicts and issues while considering multiple perspectives; it highlights non-violent and humane problem-solving ideas and initiatives. Peace journalism tells the full story about critical social justice issues facing people, animals, and the environment and explores their interconnections; and in this way, peace journalism is connected to humane education.

C. Humane Education and Peace Journalism Connections

In my opinion, peace journalism is journalism through a humane education lens. Instead of coverage on violence and death, through a humane education lens, news stories will take a more analytical and solutionary approach to conflict; seeking opportunities to identify the common goals, interests, and needs of multiple parties. “Conflicts are always open to being dealt with either as a competitive (win-lose) or as a cooperative (win-win) process” (Kempf, 2003, p. 11). A humane education lens helps to conceptualize a conflict as cooperative.

D. Thesis Reasoning

According to Richard Perle, a United States government political advisor and author, “...any attempt to discuss the roots of terrorism is an attempt to justify it” (Hari, 2004, as quoted in Lynch, 2007, p. 10). I strongly disagree with this statement. If the conditions under which violence emerges are ignored, how will the violence end? I believe that discussion of the roots of violence doesn’t mean justifying that violence, but instead is critical to finding a humane, effective, and long-term solution.

The way the media reports a story influences the audience’s perception. Kempf (2005) discovered significant differences among subjects’ cognitive responses when three articles covering the same conflict were framed in varying ways: through increased escalation, moderate de-escalation, or a more determined de-escalation (as cited in Lynch, 2007, p. 13).
Robert Karl Manoff, former Director of the Center for War, Peace and the News Media at New York University, argues that “mass media technologies, institutions, professionals, norms, and practices constitute a fundamental force shaping the lives of individuals and the fate of peoples and nations.” He goes on to say, “The media constitute a major human resource whose potential to help prevent and moderate social violence begs to be discussed, evaluated, and, where appropriate, mobilised” (as cited in The Peace Journalism Option, 1997, The News Values of Peace Journalism section, para. 2).

If journalists use the concepts of peace journalism and humane education, and people begin to ingest news and media that frame stories from a solutionary perspective, how will this change the consumers’ reactions? How will this change the perception people have about what they can do to solve the world’s problems? If the media play a major role in shaping the lives of individuals, and the type of news stories they ingest affect their perception of the topic, then journalism can play a crucial role in creating positive change. “Peace journalism...offers us some insights into how things come to be the way they are – essential if we are to form any idea of how to change them” (Lynch, 2007, p. 12).

IV. Peace Journalism Primer

A. What Qualifies as Peace Journalism?

During my research of peace journalism and other related topics, such as solutions journalism and appreciative journalism, I discovered a lot of useful information, but failed to find the comprehensive definition for what I hope to find in a journalism article. Based on my research and my experience as a humane education graduate student, I have done my best to outline what peace journalism is to me and come up with a set of criteria that can be used by
journalists as a guideline when writing articles. I will begin by outlining several of the topics that I believe encompass peace journalism, including solutions journalism, appreciative inquiry, and humane education.

The Solutions Journalism Network (SJN) describes solutions journalism as reporting that is both informative and engaging; it provides a foundation for community dialogue that is productive and unifying. Solutions journalism is insightful and provides potential solutions that could make the world better (What is SOJO?, n.d.). SJN also provides a checklist of criteria for a solutions journalism (SOJO) story.

A knock-out solutions journalism story does some of the following:

☑ Explains the importance and deeper causes of a social problem
☑ Describes a response to a social problem
☑ Analyzes and explains how and why the response seems to be working, or not working, using external evidence whenever possible
☑ Answers the H – the how – in addition to the 5 W’s of traditional journalism
☑ Puts the response in broader context. Is this a break from the past? What is different about this approach compared to the standard approach to this problem?
☑ Provides a critical analysis about the strengths and limitations of the response
☑ Generates curiosity and tension within the narrative, especially through the how-to details and the issues at hand
INSPIRING A NEW GENERATION OF PEACE JOURNALISTS

- Draws on experts who have ground-level understanding of implementation, not just 30,000 foot critiques
- Focuses more on the value of an idea more than on the charisma or talent of the people behind it. (SOJO CHECKLIST, 2013)

Appreciative inquiry or appreciative journalism also overlaps considerably with peace journalism. “Appreciative Inquiry (AI) is a constructivist approach that turns traditional development and learning approaches upside down. Instead of identifying problems, AI helps people identify what works in the community and what is positive; it explores, exploits and transforms the latent positive energies in people to achieve positive results. Instead of evaluating, that is, identifying negatives and positives, AI values, that is, looks at what works and finds out why it works” (as cited in Manda, n.d., p. 3).

The Institute for Humane Education (IHE) provides a definition of humane education that closely aligns with both solutions journalism and appreciative inquiry:

Humane education is a lens, body of knowledge, and set of tools and strategies for teaching about human rights, animal protection, environmental stewardship, and cultural issues as interconnected and integral dimensions of a just, healthy society. Humane education not only instills the desire and capacity to live with compassion, integrity, and wisdom, but also provides the knowledge and tools to put our values into action in meaningful, far-reaching ways so that we can find solutions that work for all.

(What is Humane Education?, n.d.)

Based on all of this information, I constructed a definition of peace journalism that I believe encompasses all of these topics:
Peace journalism reflects on the background and context of local, national, and international conflicts and issues while considering multiple perspectives; it highlights non-violent and humane problem-solving ideas and initiatives. Peace journalism tells the full story about critical social justice issues facing people, animals, and the environment and explores their interconnections.

The following criteria can be used by journalists to guide peace journalism-style articles.

The article or story attempts to:

1. Explore the root causes of a social problem and consider the broader context in which the problem is happening,
2. Explore solutions that are already happening or potential humane and peaceful solutions that can be implemented,
3. Focus on what is working within a community, not just what isn’t working,
4. Provide a critical analysis about the strengths and limitations of the solutions or potential solutions,
5. Generate curiosity and encourage critical thinking, and
6. Address and analyze the interconnections between animals, people, and the environment.

B. Peace Journalism Publications

The following publications publish stories and articles that typically fall within the definition of peace journalism, as outlined in this thesis. However, these publications do not necessarily define themselves as peace journalists, so not every story published will necessarily meet the
definition. This list is not intended to be comprehensive, but instead provide a starting point for finding peace journalism articles and ideas for where to submit writing. Each publication is listed with a website and a brief description of the publication and/or the mission of the organization, all taken directly from the website. The publications are listed in alphabetical order.

1. AlterNet: Online only

   http://www.alternet.org/

   AlterNet is an online news magazine. AlterNet’s aim is to inspire action and advocacy on the environment, human rights and civil liberties, social justice, media, health care issues, and more. AlterNet publishes grassroots success stories and inspirational narratives alongside hard-hitting critiques of policies, investigative reports and expert analysis. We emphasize workable solutions to persistent social problems. Our editorial mix underscores a commitment to fairness, equality and global stewardship, and to making connections across generational, ethnic and issue lines.

2. Care2: Online only

   http://www.care2.com/

   Care2 is a trusted social action network that empowers millions of people to lead a healthy, sustainable lifestyle and support socially responsible causes. Care2’s content offering includes original stories, blogs and syndication partners covering a wide range of healthy lifestyle areas, and causes ranging from politics to human rights and animal welfare. By integrating relevant content with action opportunities such as petitions,
pledges and daily actions, Care2 builds a deeper level of passion and engagement with its users.

3. Common Dreams: Online only

http://www.commondreams.org/

Common Dreams works diligently to uncover and publish honest, independent news and information that you can rely on. Every day. We publish a diverse mix of breaking news, insightful views, videos and press releases covering issues that resonate with progressives in every corner of the globe. We compile it all in one easy-to-access online location, and present it in a clean, uncomplicated format, uninterrupted by pop-ups, advertising or gimmicks.

4. The Intelligent Optimist: Online and print

http://theoptimist.com/

The Intelligent Optimist is a community centered around a magazine, a website and online events and courses. We focus on the people, passion and possibilities changing our world for the better. We celebrate people making a positive difference in their communities, their countries, their businesses. Our philosophy is to embrace the passion behind new ideas that inspire innovative solutions to some of our greatest challenges. The Intelligent Optimist explores the possibilities generated by fresh perspectives on everything from technology to health and the human spirit. We present intelligent optimism as a path to happier, healthier lives in a better world.

5. J Journal: Print and limited online content

https://johnjay.jjay.cuny.edu/jjournal
J Journal, which comes out twice a year, is the country’s first to present its analyses of contemporary justice issues through creative, not scholarly work. The short stories, poems, and personal narratives in each volume expand reflection on the question: What is justice?

6. Orion Magazine: Online and print
   http://www.orionmagazine.org/
   Orion’s mission is to inform, inspire, and engage individuals and grassroots organizations in becoming a significant cultural force for healing nature and community. It is Orion’s fundamental conviction that humans are morally responsible for the world in which we live, and that the individual comes to sense this responsibility as he or she develops a personal bond with nature.

7. The Progressive: Online and print
   http://progressive.org/
   The Progressive is a monthly leftwing magazine of investigative reporting, political commentary, cultural coverage, activism, interviews, poetry, and humor. It steadfastly stands against militarism, the concentration of power in corporate hands, and the disenfranchisement of the citizenry. It champions peace, social and economic justice, civil rights, civil liberties, human rights, a preserved environment, and a reinvigorated democracy. Its bedrock values are nonviolence and freedom of speech.

8. Solutions Journalism Network: Online only
   http://solutionsjournalism.org/
Our mission is to legitimize and spread the practice of solutions journalism: rigorous and compelling reporting about responses to social problems.

9. Transcend Media Service (TMS): Online only

http://www.transcend.org/tms/

As a nonprofit outlet, TMS provides a platform for exclusive analysis, research and policy comment on local and global affairs without commercial or profit means or objectives. TMS is a Peace Journalism resource for journalists/media, professionals, students and the Internet public at large. We cover political, economic, social and other subjects such as nonviolence, activism, conflict resolution, mediation–worldwide.

10. The Verge: Online only

http://www.theverge.com/

The Verge was founded in 2011 in partnership with Vox Media, and covers the intersection of technology, science, art, and culture. Its mission is to offer in-depth reporting and long-form feature stories, breaking news coverage, product information, and community content in a unified and cohesive manner.

11. Yes! Magazine: Online and print

http://www.yesmagazine.org/

YES! Magazine empowers people with the vision and tools to create a healthy planet and vibrant communities. We do this by:

* Reframing issues and outlining a path forward;
* Giving a voice to the people who are making change;
* Offering resources to use and pass along
C. Potential Funding Sources

The following organizations provide grants and funding for journalism, investigative journalism, peace journalism, and/or peace initiatives. This list is not meant to be an exhaustive list, but is instead intended to provide a starting point for journalists and freelance writers to obtain funding for their work.

1. Fund for Environmental Journalism:
   
   [http://www.sej.org/initiatives/fund%20for%20environmental%20journalism/overview](http://www.sej.org/initiatives/fund%20for%20environmental%20journalism/overview)

2. The Fund for Investigative Journalism: [http://fij.org/grant-application/](http://fij.org/grant-application/)

3. George Polk Awards: [http://liu.edu/polk/grants](http://liu.edu/polk/grants)

4. The Investigative Fund:
   
   [http://www.theinvestigativefund.org/about/1002/how_to_apply](http://www.theinvestigativefund.org/about/1002/how_to_apply)


8. Pulitzer Center on Crisis Reporting: [http://pulitzercenter.org/grants](http://pulitzercenter.org/grants)

9. Scripps Howard Foundation:
   


D. Peace Journalism Resources for Educators

This section will provide a few peace journalism resources that can be used by educators as guidance to creating lesson plans on journalism, as well as the media in general, that meet the following goals of humane education: providing accurate information; fostering curiosity,
creativity, and critical thinking; instilling reverence, respect, and responsibility; and offering positive choices and tools for problem-solving (*What is Humane Education?, n.d.*).

1. The University of Sydney Centre for Peace and Conflict Studies (CPCS) provides research, sample interviews, video documentaries, and other articles about peace journalism.


2. University of Sydney Associate Professor and CPCS Director, Jake Lynch outlines a course in Peace Journalism in a paper published in *Conflict and Communication Online*.


3. A PBS initiative, *The Dust Bowl*, provides lesson plans that build students’ academic and critical thinking skills and provide opportunities culminating in projects such as documentaries, public forums, and digital storytelling.

   [http://www.pbs.org/kenburns/dustbowl/educators/overview/](http://www.pbs.org/kenburns/dustbowl/educators/overview/)

4. The PBS Series *Frontline* provides lesson plans on media literacy.


5. The PBS Series *NewsHour* provides lesson plans on media literacy.

   [http://www.pbs.org/newshour/extra/tag/media-literacy/](http://www.pbs.org/newshour/extra/tag/media-literacy/)

V. Freelance Writing Primer

A. Introduction

There are a variety of career opportunities for writers; fiction and non-fiction books, magazines, newspapers, screenwriting, technical writing, and marketing – just to name a few.

This thesis will concentrate on freelance writing for magazines and newspapers, whether online
or in print; however, much of the information and many of the steps forward could also apply to other writing fields as well.

One of the most important aspects of freelance writing is to do research on the publications where you will be submitting your work. Oftentimes, freelance writers “spend as much time marketing their work as they do writing it – sometimes more” (Camenson, 2008, p. 59). It is important for an article to align with the style and content of the publication, as well as meet the submission guidelines, which will be discussed in section D, below.

For any freelance writer, it is critical to have accurate record keeping in order to track submissions, responses, payments, and rights information; freelance writing is a business and it’s important to stay organized (Camenson, 2008, p. 65). There are many different methods of record keeping and some examples will be provided in a later section of this document.

Freelance writers can be specialists or generalists. Generalists write on a variety of topics, covering whatever is interesting to them in the moment, while specialists focus on one or two topic areas and establish a reputation.

B. Freelance Generalists

Advantages

“Writing general articles across a broad spectrum of subjects is an excellent way for new freelancers to gain experience” (Galbraith, n.d.). For new writers, starting as a generalist can have extra advantages. There are more writing prospects for generalists and more opportunities for new experiences, which may lead to a specialization in the future. Also, a writing career as a generalist has the potential to be very fulfilling personally; allowing the writer to write on a variety of subjects, research new topics and ideas, and meet new and
interesting people (Galbraith, n.d.). Starting out as a generalist and having more writing opportunities can also allow freelance writers to build their portfolios more quickly, which can also lead to more writing assignments.

Disadvantages

There are also potential disadvantages for generalists. They often require more time to complete an article because of the time it takes to complete the research necessary to write an article on an unfamiliar topic. This extra work could make it difficult to accept new assignments under a tight deadline (Galbraith, n.d.). It’s also possible a generalist will not make as much money on an assignment as someone who is more specialized because they are seen to have less expertise on a particular topic. Also, as technology often changes quickly, as a generalist, it can be harder to keep up with industry changes and a generalist can run the risk of being “outdated” more quickly (Ford, 2011).

C. Freelance Specialists

Advantages

Specialists are often able to create a niche for themselves within a particular market and often have established relationships with editors and publishers, which can lead to an easier time getting assignments (Camenson, 2008, p. 62). When a freelance writer specializes in a particular topic, an editor or publisher will be more inclined to keep them as a source for future articles. A specialist also has an advantage in terms of self-promotion. They are often able to cement their reputation on a particular topic, which can lead to more work (Galbraith, n.d.).
For a freelance writer to become a specialist, it is important for them to choose a subject they know well, a topic they’re interested in, and a topic that will continue to be interesting in the long term (Galbraith, n.d.).

Disadvantages

As a specialist, there are also disadvantages. There are a limited number of publications to write for, which can be a larger disadvantage for writers who are new to the field, not well established, or have limited contacts (Galbraith, n.d.).

D. Accurate Record Keeping

As a freelance writer, it is crucial to “develop a system that allows you to keep track of possible markets, submission dates, responses, publication dates, and payment and rights information” (Camenson, 2008, p. 65). There are a variety of possibilities for record keeping, from a paper system to more advanced computer software. In a Tutorial Blog, freelance writer Jen Nipps offers both low-tech and more advanced solutions for record keeping.

1. Design a simple spreadsheet to track articles, where they were submitted, when they were published, whether payment has been received, etc.

2. Send invoices and keep track of when they’re sent; Microsoft Word and WordPerfect both provide invoice templates. PayPal also provides invoice templates, but charges a fee for this service.

3. Design a database to keep track of client information, project information, and accounts billable/received.

4. Use a simple paper system. (Nipps, 2009)
E. How to Get Published

As stated earlier, one the most important aspects of freelance writing is thoroughly researching the publications. Read as many publications as possible and read more than one issue. Request sample copies, browse publications at the library or book store, and research online publications. The more a freelance writer understands a publication, their goals and mission, and their target audience, the better chance they will have at writing an article that sparks the interest of the editor of the publication (Camenson, 2008. p. 61).

Once a freelance writer selects a publication where they would like to submit their work, request the writers’ guidelines. For print magazines and newspapers, a self-addressed, stamped envelope and a simple request for their writers’ guidelines would work (Camenson, 2008. p. 61). It is also fairly common to find writers’ guidelines online if there is an associated website or if it is an online only publication. There are two main ways an article can be submitted to a publication, on-spec writing or through query letters.

On-Spec (Speculation) Writing.

With on-spec writing a freelancer writes an article without having a specified assignment. Although this is time consuming, and there is a chance it will never be published, this can be a good choice for freelancers who are new to the field (Camenson, 2008, p. 62).

Query Letters

Query letters are essentially a mini-proposal about an idea and the article is only written once the freelancer is hired by a publication. In general, queries tend to be one page in length, single spaced. Ideally, the letter will be written on professional letterhead with the writer’s contact information. The beginning of the query letter needs to catch the attention of the
reader and can even be the first paragraph of the intended article. The intent of the body of the letter is to explain the rationale of the topic, why it’s relevant, and how it will be approached in the article. How will the research be done? Who will be interviewed? Finally, a query letter should also contain a brief biography for why the freelancer is qualified to write the article (Camenson, 2008, p. 66).

**F. Submission Guidelines**

However an article is submitted, it is important to meet the submission guidelines of a specific publication. “The style or tone of an article will vary according to the publication. Some editors prefer a casual tone that speaks directly to the reader; others prefer a more formal voice” (Camenson, 2008, p. 61).

Provided below are three submission guideline examples from three different publications.

**Yes! Magazine Writer’s Guidelines**

YES! Magazine documents how people are creating a more just, sustainable, and compassionate world. We welcome submissions that relate directly to this focus. Each issue of YES! includes a series of articles focused on a theme—about solutions to a significant challenge facing our world—and a number of timely, non-theme articles. Our non-theme section provides ongoing coverage of issues like health, climate change, globalization, media reform, faith, democracy, economy and labor, social and racial justice, and peace building. For past examples, please see our back issues page.

**Content**
YES! is not interested in simply bemoaning the problems that face our society. Instead, we highlight solutions in action that address the roots of our deepest ecological, social, and political problems. We emphasize engaging storytelling and factual accuracy. We are especially interested in authentic stories of positive change from the grassroots that can serve as models and inspiration for others. We also publish essays that frame or re-envision societal trends—and how these could bring about transformation and progress. We do not accept unsolicited poetry or fiction. Personal essays are sometimes considered if they illuminate a relevant cultural, political, or environmental topic. We do not endorse any candidate, party, or legislation, although we cover legislation and political races as news items, to the degree that they relate to our core mission. We do not adhere to any particular spiritual tradition, although we welcome articles that are explicitly founded in any faith (or in secularism).

Compensation

Pay rates for articles vary and are negotiated based on the circumstances of the writer and the assignment. YES! pays higher rates for original reporting and deeply researched stories that break new ground. YES! is a nonprofit publication and accepts no advertisements. Articles written solely for the website are generally unpaid.

Rights

In order to engage as many people as possible in creating a more just, sustainable, and compassionate society, we make our articles available under the Creative Commons license. We generally include in our contracts permission to allow reprinting of authors’ work, with the provision that any reprint acknowledge that the article first appeared in
YES! and include the author byline. Reprints and repostings may include translations. If any fee is involved, we request payment be made directly to our authors, and if the publication plans any modifications of the article, we also request that they contact the author. Authors may also reprint their articles elsewhere with credit to YES!.

**Format**

We greatly prefer electronic submissions. We recommend that you send queries and proposals rather than completed submissions. Please accompany queries with published clips or a writing sample.

Features are generally 1,000-2,500 words in length, and sidebars usually 100-250. We also accept queries for Signs of Life (100-450 words), the Commentary section (500 words), and In Review (200-1000 words). Photos are encouraged.

Send electronic submissions to submissions [at] yesmagazine.org. Please send all attachments in either text or PDF format. If you are querying about a time-sensitive news story, please put the word "timely" in the subject line.

Please allow at least three months for a response. (*Writer’s Guidelines*, n.d.)


The New York Times accepts opinion articles on any topic. The suggested length is 750 words, but submissions of any length will be considered. We ask that all submissions be sent exclusively to The Times. We will not consider articles that have already been published in print or online. Submissions may be sent in any of these ways:

- By e-mail to: oped@nytimes.com
- By fax to: (212) 556-4100
Or by mail to:

The Op-Ed Page

620 Eighth Avenue

New York, NY 10018

Please note that e-mailed articles should be pasted or typed into the body of the message; please do not send attachments.

We read all submissions promptly and will contact you within three business days if we are going to publish your article. If you have not heard from us within three business days, please assume that we will not be able to publish your article. Given the volume of submissions we receive, we regret that we are unable to call or email in the event an article has been rejected. The Times is not able to return submissions. (How to Submit an Article to the Op-Ed Page, 2013)

**AlterNet Writer’s Guidelines**

AlterNet accepts a small number of submissions from accomplished authors and some newer voices. Due to the large volume of submissions we receive we are able to respond to only those that interest us. We do not publish poetry or fiction. Before sending your article, please familiarize yourself with the type of stories AlterNet publishes. If you feel your submission would suit our editorial interests, please consider the following:

- We like new ideas and investigations. Tell us a story we haven't heard from the mainstream press.
• Since we are a national online magazine, we publish articles that appeal to readers from Seattle to Miami and anywhere in between. Stories dependent on local references or characters are not suitable for AlterNet.

• We have a small editorial staff, so we cannot spend an enormous amount of time editing submissions. Please send us final drafts of your work.

• We will publish stories that have appeared in other publications as long as the author currently holds the rights to the story. Please make sure that you hold the rights before you submit.

Please send all stories as plain text in the body of an email -- no attachments, please -- to articlesubmissions@alternet.org with the word "submission" in the subject line. Include your name, contact information and a brief bio. We read all submissions and will contact you within five business days if we are going to publish your article. No follow-up calls, please. Thank you for your interest in AlterNet. (Writer Guidelines, n.d.)

G. Payment and Rights

Discussion of payment typically happens after the freelance writer is given an assignment. Publications pay anywhere from $0.08-$4 per word, or an average of $1.25 per word. Other publications pay a flat fee that ranges from $25 to $1000 or more per article. Fee negotiations are acceptable and even expected, but keep in mind smaller publications may not be able to afford a large fee. Freelance writers who are just starting out might consider accepting a lower than average payment in order to build up their professional portfolio. Writing longer articles than necessary will not typically lead to a larger payment. It is important
to stay within the guidelines of the publication, and if the article is too long it will not be accepted. Payment for an assignment can happen when the article is accepted or when it is published, but keep in mind publication can take several months, so this may delay payment (Camenson, 2008, pp. 69-70).

Payment for freelance writers can often be slow. “Unfortunately, too many writers go into business not fully understanding that it is a business,” (Camenson, 2008, p. 69). In order to be successful, it is important to stay organized and keep track of when articles are submitted, when they’re published, and when payment is received. There are a few suggested record keeping methods in the Accurate Record Keeping section of this document, above in section D.

It is important for freelance writers to know what rights they are selling when an article is published. Reselling an article to a different publication can be lucrative, but it is dependent on the rights a publication has to a piece.

First North American Rights: The publication purchases the rights to publish an article before any other publication. Oftentimes there is a waiting period before the article can be published anywhere else.

All Rights: The publication is purchasing the complete rights to an article and it can no longer be sold anywhere else. This prevents a freelance writer from making money by reselling an article, but for larger publications, the payment may be large enough to make option this worthwhile.

One-Time Rights: The publication is purchasing the rights to publish an article one time only. This is ideal for freelance writers who want to resell an article to other publications.
Second or Reprint Rights: Some publications are willing to publish articles that have already been published elsewhere.

Electronic Rights: The publication is purchasing the right to publish an article online only. (Camenson, 2008, pp. 66-70)

VI. My Articles

The following articles were written considering the guidelines of peace journalism as outlined in this thesis. Although the types of articles vary, they are intended to be solution-oriented, provide a new perspective on a problem, promote critical thinking, and/or highlight positive actions in a community. There are topic resources provided after each article. The information provided are articles, books, websites, and organizations that I have found helpful for learning about the selected topics.

A. Article One

What Do You Call a Vegan Who Eats Eggs?

I am a vegan who sometimes eats eggs – and maybe an occasional chocolate chip cookie. Wait, does this mean I’m not vegan?

Categorical labeling is a useful tool that helps us to better understand complex environments, but there is also the potential for oversimplification. When people are put into distinct categories, the variations within one category are minimized but the differences between two different categories tend to be exaggerated.

I strive for a diet that does the most good and least harm for me, other animals, and the environment. It involves making daily, humane, and sustainable choices that reflect my values and beliefs. Sometimes those daily choices are harder than others and I make decisions that do
not align with my values. Does this make me a vegan? Does this make me a carnivore? Does the label matter?

What defines humane and sustainable choices? If farmers raise and slaughter animals with respect and care, is this humane? If farmers raise animals to the capacity of the land instead of seeking to maximize profit, is this sustainable? Or is eating animals always morally wrong? And as I define what is humane and sustainable for me, how does this translate to other people?

Maybe people are focusing too much on the labels and asking the wrong questions. The issues of humane and sustainable animal agriculture and the ethics of eating meat are topics that need to be explored, but not necessarily resolved. As people look for just one right answer for everyone, there is a tendency to focus on differences when there is any variance from that one answer.

Instead of debating whether we should or should not eat animals, we can look at where people agree. “96 percent of Americans say that animals deserve legal protection, 76 percent say that animal welfare is more important to them than low meat prices, and nearly two-thirds advocate passing not only laws but ‘strict laws’ concerning the treatment of animals” (Foer, 2009, p. 73).

I have a difficult time making a consistent and coherent statement about my diet, but maybe I don’t need one. In his book Eating Animals, Jonathan Foer (2009) says, “Perhaps there is no ‘meat.’ Instead, there is this animal, raised on this farm, slaughtered at this point, sold in this way, and eaten by this person – but each distinct in a way that prevents them from being pieced together as mosaic” (p. 13). Instead of a mosaic or a label, like vegan or carnivore,
people can make individual decisions that align with their values; making decisions about this meal at this moment.

Maybe people don’t need a diet with a label; they just need to be encouraged to align their actions with their values.

**Topic Resources:** The following resources provide a variety of information on factory farms and sustainable food systems.

**Websites**

- Farm Forward: [www.farmforward.com](http://www.farmforward.com)
- Farm Sanctuary: [www.farmsanctuary.org](http://www.farmsanctuary.org)
- Food Democracy Now!: [www.fooddemocracynow.org](http://www.fooddemocracynow.org)
- Humane Society of the United States: [www.hsus.org](http://www.hsus.org)
- Sustainable Table: [www.sustainabtable.org](http://www.sustainabtable.org)

**Articles**

  

**Books**

- *Eating Animals* by Jonathan Safran Foer
- *The Omnivore's Dilemma: A Natural History of Four Meals* by Michael Pollan
- *Why We Love Dogs, Eat Pigs and Wear Cows* by Melanie Joy
B. Article Two

Organ Donation: Death gives rise to hope

Yin and Yang is a Chinese philosophy used to describe how apparently contradictory forces are actually interdependent; they are interrelated as one gives rise to the other.

In the movie *The Power of Two* (Smolowitz, 2011), double lung transplant recipient, Ana Stenzel, describes the yin and yang of organ transplant; the grief over death, but the hope for new life. Death gives rise to new life; they are interconnected.

In January 2013, at 43-years old, Kelly Draganov (Charleston, SC) received a double lung transplant that not only saved her life, but affected the lives of many others. The donor’s family allowed the death of their relative to give life to someone else; someone who is a mother, a wife, and a daughter. Kelly’s donor directly impacted the lives of her family and friends, but will continue to impact the lives of many others as Kelly shares her story.

Kelly was diagnosed with Cystic Fibrosis (CF) at age five. CF is a genetic disease that affects the lungs and digestive system. A defective gene causes mucus to build up, leading to potentially life-threatening infections in the lungs and making it difficult for the body to absorb nutrients (*What is Cystic Fibrosis?*, n.d.). Improved CF treatments allowed Kelly to live a relatively healthy life until the last couple of years when her health began a rapid decline. Previously, Kelly only had one CF-related hospitalization; but over an eight-month period in 2012, she spent nearly 90 days in the hospital. By early January 2013, Kelly was dependent on a machine to do the work her lungs could no longer do.
In the United States, on average, 79 people receive organ transplants daily. However, there is still a shortage of available organs and, on average, 18 people die each day waiting for transplants (*The Need is Real: Data*, n.d.).

After months in and out of multiple hospitals and getting turned down by three other hospital transplant programs, Kelly was flown to the University of Texas Medical Branch – Galveston and was officially listed for a lung transplant on January 11, 2013. Finally, on January 23rd, Kelly received a long-awaited transplant and two new lungs.

What can be done to help increase the number of organ donors so that more people can be given a chance at life, like Kelly?

Countries outside of the United States have implemented various strategies to increase organ donation rates. In 2009, Israel became the first country to prioritize people in need of an organ transplant based on whether they are registered organ donors themselves. If someone has been a registered donor for more than 3 years before they were listed for a transplant, this may give them an edge over someone else who is listed (Brimelow, 2009).

In addition to the change in prioritization of organs, Israel more clearly defined brain death and removed disincentives for live donors. After the implementation of these laws, there was a significant increase in the number of new registered donors as well as organ transplants in 2011 (Lavee, 2013).

In the United States, there is an opt-in approach which requires people to register as organ donors. In other countries, like Austria and Spain, there is an opt-out system, in which people are presumed to consent to organ donation unless they decline to participate in the program. Many of the countries who have implemented the opt-out approach have a higher
rate of registered organ donors. However, doctors in these countries still tend to defer to families for the final decision, so actual donation rates in these countries are, on average, no higher than opt-in countries.

One exception to this is Spain. Spain implemented the opt-out approach and has one of the highest donor and transplant rates in the world. In 2011, Spain achieved an 84 percent consent rate from donor families (*Taking Organ Transplantation to 2020*, n.d., p. 29). Croatia and Portugal have had similar success after implementing strategies similar to those in Spain.

Countries that have recently experienced the largest organ donation increase are those who hire more transplant coordinators, use public awareness campaigns to educate about organ donation, and provide communication training for doctors who talk to grieving families. In Spain, the Organización Nacional de Trasplantes (ONT) established a network of 300 transplant coordinators at the local, regional, and national level who work in 177 hospitals across the country. Intensive training is regularly provided for the coordinators who spend a significant amount of time with the relatives of potential donors, listening to their concerns and communicating with them about organ donation and how the procedure works. Effective communication and general sensitivity to the donor families are considered a critical component of the program’s success (de Lago, 2011).

Although these strategies are critical to increasing organ donation, education can play a key role. During the time Kelly waited for new lungs and after her surgery, her family created a group on Facebook to share her story and her progress. Eventually, the group grew to over 850 people from all over the world. Kyle Draganov, Kelly’s husband, said “The group was so instrumental in keeping my spirits up. I would post almost daily, and I would get 50-100
responses; sometimes suggestions on how to solve problems and sometimes just inspirational words.” (K. Draganov, personal communication, October 18, 2013).

As much as the Facebook group provided support to Kyle and the Draganov family, the group undoubtedly impacted the lives of many others. Friends and family organized blood drives and fundraisers, sharing Kelly’s story with even more people. They shared links on Facebook, encouraging others to sign up as organ donors. Countries can implement new strategies, such as prioritizing organ allocation and opt-out programs, but unless people feel a personal commitment and a desire to help others, it is likely there will continue to be a shortage of organs for those in need. When organ donation recipients, like Kelly, share their stories, they touch the lives of others and organ donation becomes personal for everyone.

**Topic Resources:** The following resources provide a variety of information on both Cystic Fibrosis and organ donation.

**Websites**

- Donate Life America: [http://donatelifeline.net/](http://donatelifeline.net/)
- Sign up to be an organ donor through the U.S. Department of Health and Human Services Division of Transplantation: [http://www.organdonor.gov](http://www.organdonor.gov)

**Movies**

- The Power of Two: Twin sisters, two cultures, two new chances at life
  
  [http://www.thepoweroftwomovie.com/home](http://www.thepoweroftwomovie.com/home)
C. Article Three

**Extending Empathy to Non-Human Animals**

The ideologies of slavery that kept human beings classified as property for hundreds of years continue to be used today to oppress non-human animals.

Does this make you uncomfortable?

This is the assessment made in the book *The Dreaded Comparison* (Spiegel, 1997). I consider myself a strong animal welfare advocate, and this comparison still makes me uncomfortable. Why? Is it the comparison of human suffering to animal suffering? Do I think that by comparing the two I am taking away from the human struggle or deeming it less tragic? Considering humans to be more important than animals is so deeply ingrained in our society that, even for an animal welfare advocate, it becomes nearly impossible to not feel uncomfortable with this comparison.

In the article “Dogs Are People, Too,” researchers discuss the findings of MRI brain scans on dogs. The researchers found an area of the dog brain, the caudate, which is similarly activated in both humans and dogs when they are presented with objects and situations that would generally be associated with positive emotions. This led the researchers to conclude, dogs are people, too (Berns, 2013).

I studied biology as an undergraduate and was consistently warned about anthropomorphism and anecdotal evidence. Biologists should not assign human characteristics to non-human animals and anecdotes are not evidence. As a different species, it may be impossible for humans to determine with absolute certainty how another animal is experiencing a particular emotion. But is absolute certainty necessary?
There are diverse ideals and cultures that influence opinions on animals, and it is unlikely that speciesism is an issue that will be resolved anytime soon. But is this an issue that truly needs to be resolved to determine how humans should treat other animals?

If we take a broader perspective and work together to address the common ideologies and foundations of oppression, no matter the victim, then both humans and animals will benefit. The cycle, where the oppressed become the oppressors in a struggle for power, can eventually be broken (Spiegel, 1996, p. 92).

When the differences between humans and other animals are emphasized, there is a tendency to prioritize who is more important, which is the foundation of the argument that is used to support oppression to begin with. However, if we look for the connections among various forms of oppression, then we are looking for the common, shared aspects in order to better address the issue and work to change it. From this perspective, it is legitimate to compare the oppression of people with the oppression of animals, if only to realize the interconnections. It is not a matter of determining who suffered more or whether humans are more important than animals, but instead a matter of finding the commonalities of oppression so that we can find a more effective solution.

As humans, we can we can only directly relate to what it’s like to be human – and sometimes even that is incredibly difficult, but it doesn’t mean we shouldn’t try. Our ability to empathize allows us to have compassion for people who are suffering; extending that to non-human animals, whether we have proof of their emotions or not, is the humane choice.

**Topic Resources:** The following resources provide a variety of information on non-human animals and emotions.
Websites

- On Nonhuman Slavery: http://www.nonhumanslavery.com/about

Articles


- “The Emotional Lives of Animals: Grief, friendship, gratitude, wonder, and other things we animals experience” by Marc Bekoff, Yes! Magazine: http://www.yesmagazine.org/issues/can-animals-save-us/we-second-that-emotion

Books

- The Dreaded Comparison by Marjorie Spiegel


D. Article Four

Beyond Labels

Alex, a 2-year old pit bull terrier mix, hangs his head out the car window with his dog companion, Hero, right next to him. Alex runs in the park with several other dogs playfully pulling at the skin around his neck, encouraging him to play. Alex calmly walks side-by-side with other dogs while out for a stroll.

These may seem like typical dog behaviors, but for Alex, they are symbols of hope and a new life.

Alex arrived at the Humane Society of Greater Dayton (HSGD) in November 2012 after he was found in an abandoned basement, starving and near death. Unable to stand or even lift
his head, he had to be carried out of the house. Alex was taken to the HSGD shelter where he started his road to recovery. As Alex’s health improved, it seemed the worst part of his life was behind him. But was it?

In an animal shelter, the noise alone is enough to cause stress for both people and animals. For the animals who live there, this constant exposure to stress can quickly escalate negative behaviors, especially if the dog came from an inhumane situation to begin with. Early in Alex’s recovery, he was exhibiting undesirable behaviors around other dogs; he jumped, pulled, barked, and growled if another dog was within his sight. He was quickly labeled “dog aggressive” and secluded from other dogs at the shelter.

What does this label mean? Did the stress contribute to his reactions? Would he have the same reaction outside of the shelter environment? Did his pit bull terrier label, which often bears a negative stereotype, contribute to a hasty decision about his behavior around other dogs? The answers to these questions were unknown, but Alex was labeled “dog aggressive” and was prohibited from interacting with any other animal at the shelter. He was considered unadoptable and was sent to the Detroit Bully Corps (DBC), a non-profit focused on the training and rehabilitation of pit bull terriers and other related breeds.

At DBC, Alex learned basic commands, but his behavior issues around other dogs continued; they were manageable, but HSGD was told Alex would never be able to live with another animal. He returned to the HSGD shelter and was placed in an isolated room where the windows were covered and a large sign was placed on the door: “Staff Only.” Alex had been rescued from a miserable existence in a basement only to live a life of isolation in a small room at an animal shelter.
The shelter staff who cared for Alex were concerned for his welfare and wanted what was best for him. But what was best for Alex? And who should decide? There was talk of moving Alex back to the kennels with the other dogs, finding a sanctuary, or even euthanasia.

Alex was given another chance with an independent dog behavior consultant, Captain Spish, who focuses on understanding a behavior issue, addressing it at its core, and human-animal communication. After only one hour with Captain Spish, Alex was walking side by side with other calm dogs; and after two visits, Alex was playing in the dog park and taking car rides with other dogs. Captain Spish continues to work with Alex, and the shelter has refocused its energy from euthanasia and animal sanctuaries to finding Alex a loving home.

It’s easy to place blame in an unfortunate story, like Alex’s. However, placing blame does not help find solutions and rarely leads to positive change. If Alex had ended up anywhere else, he may have never been given a chance to begin with. If he wasn’t given a “dog aggressive” label maybe he wouldn’t have spent a year isolated from other animals, and often from people, too. His label was self-perpetuating. Instead of working to correct Alex’s behavior and seeking out opportunities for him to succeed with other dogs, he endured a lonely, high stress existence that, in turn, made his behavior around other animals even worse.

Labels affect dogs like Alex, but also the animal shelters themselves. When open-intake shelters are labeled “kill” shelters it does a disservice to the caring people who dedicate their time and expend a tremendous effort to help animals in need. Limited-intake shelters that are labeled “no kill” are often full and have to turn away animals who likely end up at “kill” shelters because of a lack of other options. The reality is that animals end up at shelters for many reasons, such as financial distress and a lack of animal-friendly housing options, and unless the
issues that affect people are addressed, shelters will continue to struggle to meet the needs of
the pets who are affected as a result.

   How can animal welfare advocates move past the labels that are typically given to
shelters? The key is to look beyond the label and recognize that everyone is working towards
the same goals: providing resources to help keep loved pets with their families and helping
homeless animals find loving homes.

   Although Alex is still at the HSGD shelter, he is no longer burdened with a “dog
aggressive” label. Instead, he is Alex – a unique dog looking for a home that will meet his
individual needs. For information about adopting Alex or other animals at HSGD, visit:

   www.hsdayton.org.

   Topic Resources: The following resources provide a variety of information and stories on animal
rescue, shelter environments, and labels that affect both animals and the shelters.

   Websites

   • BADRAP: http://www.badrap.org/
   • Best Friends Animal Society: http://bestfriends.org/

   Articles

   • “Taking it to the Streets” by Michael Sharp, Animal Sheltering:

http://www.animalsheltering.org/resources/magazine/mar_apr_2013/taking-it-to-the-
streets.pdf

   • “Olive, Interrupted: When a shelter’s mission loses sight of its dogs” by Donna Reynolds,
BAD RAP Blog: http://badrap-blog.blogspot.com/2012/01/olive-interrupted-when-
shelters-mission.html
Books

- *The Lost Dogs: Michael Vick’s Dogs and Their Tale of Rescue and Redemption* by Jim Gorant

- *Wallace: The Underdog Who Conquered a Sport, Saved a Marriage, and Championed Pit Bulls—One Flying Disc at a Time* by Jim Gorant

VII. Conclusion

In the articles I wrote, I tried to include many of the peace journalism criteria outlined in this thesis; however, I do not necessarily consider these articles to be model examples of peace journalism. These articles provided me an opportunity to practice my writing, practice writing from a peace journalism perspective, and determine areas where I can improve. Although flawless, publishable articles would have been an ideal result, it also would have been unrealistic. One of my goals was to further my own career in writing and journalism, and I feel I have accomplished this goal by discovering my strengths as well as areas for improvement. I plan to continue writing with the goal of empowering readers to make humane choices and positive changes in their own lives that will help create a more sustainable life for everyone.
VIII. References


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Chapter 4: Summary and Conclusion

Review and Summary

In this thesis, I researched peace journalism and other similar terms and their varying definitions. I outlined criteria for peace journalism articles and stories and expanded the definition beyond just war and conflict. However, I also discovered that peace journalism is a difficult term to define. Earlier, I stated that peace journalism is journalism through a humane education lens. The Institute for Humane Education defines humane education as “a lens, body of knowledge, and set of tools and strategies for teaching about human rights, animal protection, environmental stewardship, and cultural issues as interconnected and integral dimensions of a just, healthy society” (What is Humane Education, n.d.). Like humane education, peace journalism is a lens for looking at the world. It is a mindset; a way of thinking about a story that sheds light on a new perspective, highlights humane solutions, and recognizes the interconnected nature of our world’s problems.

According to a survey by the Pew Research Center, “Nearly one-third of the respondents (31%) have deserted a news outlet because it no longer provides the news and information they had grown accustomed to,” (State of the News Media, 2013, p. 3). Although more traditional news outlets have a declining audience, there is an increase in the use of digital technology and social media (p. 3). Also, the report indicated that 72 percent of adults stated they most commonly get news from friends and family; and often, those adults are then compelled to seek out additional information on a news story or event (p. 6).
Fixes is an on-going series in *The New York Times* which explores and highlights creative solutions to social issues. In one entry, David Bornstein (2011) contemplates the feedback he receives from the readers: “Each week in Fixes, readers make similar comments about the relative scarcity of solution-focused stories in the news and their desire for more of them” (para. 5). Although these comments are anecdotal, they are in line with much of the research that displays a clear dissatisfaction with the state of the current media. For example, an in-depth Associated Press (AP) study of young-adult news consumption around the world revealed a general dissatisfaction:

Participants in this study showed signs of news fatigue; that is, they appeared debilitated by information overload and unsatisfying news experiences. . . . Ultimately news fatigue brought many of the participants to a learned helplessness response. The more overwhelmed or unsatisfied they were, the less effort they were willing to put in. (as cited in Nordenson, 2008, para. 2)

Based on this information, there is an opportunity for journalists and freelance writers to capitalize on this dissatisfaction with the media. This thesis provided a framework for incorporating peace journalism, humane education, and the solutions-oriented news people want to hear into stories and articles. It also provided helpful tips and information for those interested in freelance writing. With advances in technology, there are ample venues beyond traditional news outlets to write and publish articles, such as blogs and online magazines and newspapers, which have the potential to reach large audiences with the help of social media. In other words, less traditional media outlets can become more mainstream through social media,
and peace journalists and freelance writers will have the opportunity for their articles and stories to reach the people who desire more solutions-oriented news.

**Thesis Challenges**

I encountered several challenges while researching and writing this thesis. Journalism and writing are both fairly new to me. I had to overcome the notion that because I was a novice I would have nothing to offer in these fields. I had very limited contacts and had to sort through a lot of unfamiliar research to find what was helpful and relevant. Eventually, I was able to turn this around and use it to my advantage. As someone who is new to journalism and writing, what do I need to know? I was able to write my thesis as if I were my own audience.

It was also a challenge to narrow the focus of my thesis. When I started my research, one journal article would lead to another, which would lead to a website, and to the discovery of a new organization that is doing fascinating work. I wanted to create classes on media literacy, write lesson plans for teachers, write and publish articles, and start a new peace journalism magazine. However, I realized this thesis is not a final project, but the beginning of something new. These are all projects and goals I can continue to work on in the future, and this thesis can serve as the jumping off point.

**The Future**

When I began the humane education program through Valparaiso University and the Institute for Humane Education, I did not intend to pursue writing and journalism. These were both new fields for me and I was uncertain of how to turn my interest in writing and journalism
into a career. Although I still often feel unsure, I have a better idea of how to move forward. Time constraints and limited resources were a factor in the articles I chose to write. I plan to take the knowledge I have accumulated from my research and continue to improve my writing and produce articles that encompass the ideals of peace journalism. I plan to join local writing groups and to network with other journalists and writers. I consider this thesis to be a new beginning for a life-long learning process.

Final Thoughts

I truly believe the ideals of peace journalism can help people consume news and information from the media with a more critical eye, and eventually lead to a better understanding of the interconnections of the world’s economy, politics, social structures, and environment. Robert Kennedy once said:

Each time a man\(^1\) stands up for an ideal, or acts to improve the lot of others, or strikes out against injustice, he\(^1\) sends forth a tiny ripple of hope, and those ripples build a current which can sweep down the mightiest walls of oppression and resistance. (as cited in Bornstein, 2011, para. 1)

As journalists and news organizations focus more on humane solutions rather than violence, there is potential for a tiny ripple of hope to be generated from each person who reads or hears that story. Together, those ripples can come together to create a wave of positive change. And if young people are exposed to stories that include humane solutions from a young age, there

\(^1\) Although the use of words like *man* and *he* were once standard when referring generally to all humans, this language is now recognized as sexist. In order to eliminate the sexist language in this quote, *man* could be replaced with *humanity* and *he* could be replaced with *they.*
will be a whole new generation of solutionaries and change-makers to create a more just and sustainable world for everyone.
V. References


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