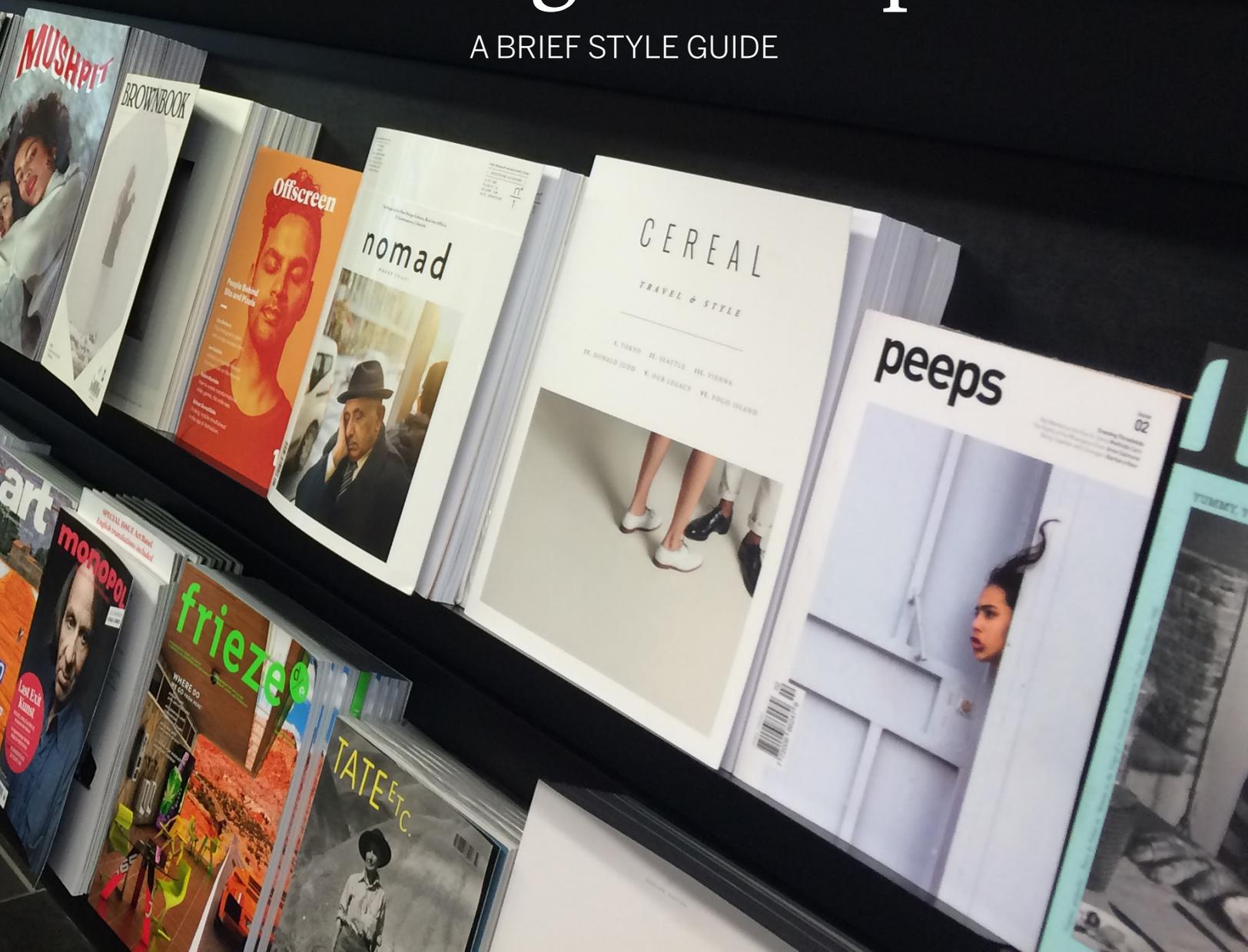


Writing for Peeps

A BRIEF STYLE GUIDE



You've decided you might want to write a piece for Peeps.

We are so excited to read what you have to bring to the conversation. Like any conversation, there are rules of engagement.

Our readers turn to Peeps because they are looking for engaging, well-researched, deeply insightful stories about people. Our writers have learned that they can reach audiences who would not normally read about their work in academic journals or business reportage, but who are eager to learn about what you have done. Peeps provides a space that encourages readers to read more deeply and writers to enjoy relating their work in innovative ways for new audiences.



Writing for Peeps requires a different approach to engaging with your own work.

Our editorial team understands the value of anthropology (practical or pure research) and ethnography, and we're committed to helping you expand your observations and insights to new audiences. However, this is not the same as publishing in an academic journal or a report for a client. Your audience is different, and we will work with you to tailor your story to best reach our audience.

Think of it like telling a story at a dinner party:

Start with a “hook” that grabs your audience’s attention—showing the human element and interest of the story along with the value they will gain from reading it.

Unravel your story in a way that keeps the reader intrigued and allows them to feel both enlightened and engaged by the reading experience.

If this is difficult, we recommend narrowing your focus on the real people you’ve studied, and their relationships with the social phenomena which affect them.

Subheadings can help keep your story on track and retain reader attention. We recommend using a new one in intervals of 500-1000 words.

Conclude your story by reiterating what the reader has learned about the people or phenomenon you’ve studied.



Our readers are most deeply engaged by human stories and human voices.

No one likes the know-it-all or that one guy who can't help but turn every conversation into a lecture. Don't be "that guy." Neither a personal, journalistic tone or even a tone of great gravity falls outside of our purview, as long as we can share an engaging story, deeply informed and well-told in a genre or style best suited to the telling.

Our readers are highly educated and culturally aware. Our readers want to learn, but they are not people who would seek your findings out through the avenues in which you might normally publish.



Additional Style Notes.

We recommend you submit an abstract to start: if the topic and tone established fit, we will recommend a length for submission

Spelling—we recommend that you set spelling standards to Canadian—it accommodates our readership knowledgeable with English from either the UK or the US.

The use of strong analytical language is acceptable. However, jargon and performative verbose opacity are discouraged. Provide a single functional definition when introducing the reader to new critical language or terminology.

If your story must reference existing scholarship, theory, or other publications, use the APA [Author (date)] format for in-text citations.

If the scholarship you reference is sufficiently crucial to your insights, we prefer direct quotations and clear, concise and simply worded summaries.



Additional Style Notes.

In addition to the stories we have already published in print and online, below is a curated list of writings that we recommend you review. They depict various approaches that have successfully balanced engagement and edification.

[A Short History of Progress](#)

[Ronald Wright, The 2004 Massey Lectures](#)

[The Truth about Stories](#)

[Thomas King, The 2007 Massey Lectures](#)

[When Hearing Voices Is a Good Thing.](#)

[Tanya Luhrmann, The Atlantic, July 23, 2014](#)

[The Appeal of Christian Piety.](#)

[Tanya Luhrmann, New York Times, July 4, 2015](#)

[Bury Me Standing](#)

[Isabelle Fonseca, 1995](#)

Resources to consult:

[Thomas Hylland Eriksen](#)

[Engaging Anthropology: The case for a public presence](#)

[Podcast with Helena Wulff on Writing in Anthropology](#)

[The Anthropologist as Writer](#)

[Helena Wulff, 2016](#)



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