



Expert Writer Terms, Guidelines, Tips and FAQs

Please read these terms below before submitting any featured story to us. By submitting a featured story for publication to the SmartWoman mobile application owned by ChangeCorp, Inc., or on any other site owned or operated by ChangeCorp, you agree that the terms set out below, which may be updated from time to time, apply to all Expert Writer stories that you submit to us, including your initial stories and any subsequent stories, comments or posts. Go to SmartWomanProject.com/experts/

They have the same effect as an agreement in writing. If you do not agree to any of these terms, please don't submit your story.

Following the terms are some general style guidelines and troubleshooting tips to get you started.

HOW IT WORKS

You are independent. By submitting a featured story to us, you are an independent contractor, not an employee of ChangeCorp. You agree that you are not entitled to, and don't expect any wages or compensation for the content that you submit. You also agree that by submitting featured stories to us you are not eligible for any employee benefit plans or programs. You must obtain and pay for your own computer, Internet access, third-party clearances and licenses, and everything else you need to create and submit your featured story to us. You cannot hold yourself out as our agent or representative or attempt to bind us to any obligations.

What do I get out of this? ChangeCorp provides a forum with a large, diverse and international audience for you to share your views and express your unique opinions and ideas. You may use your presence and profile on the app to promote any of your other works and to build a fan base and readership within the SmartWoman community.

You may also inform readers of your own social networking outlets, such as your Twitter or Facebook feeds.

Requirements as an Expert Writer. As an independent contractor, you are your own boss. You agree that you are not under the direction or control of ChangeCorp. However, all story submissions are moderated to check for culturally sensitive material. You can write or provide content for anyone else you want at any time. ChangeCorp reserves the right to approve your featured story. However, you will be asked to write a set number of stories per week determined by you and the Managing Editor of ChangeCorp.

Submit proper stories. However, you represent to us that any featured story, photos and any other content you submit:

- (1) is your original content or properly licensed content and that you have the express right and permission to license to us,
- (2) does not infringe or violate any law, rule or regulation or the rights of intellectual property rights of any person or entity (or encourage anyone else to do so),
- (3) is not objectionable, inaccurate or inflammatory; and
- (4) is not obscene, defamatory, threatening, pornographic, harassing, hateful, racially or ethnically offensive,
- (5) culturally agnostic – must be able to be understood by many different cultures
- (6) contains no slang or colloquial phrases
- (7) is not an advertisement or solicitation of business or contributions;
- (8) provide sources for statistics or general comments - that is anytime you make a reference to “most” or “many” provide a source for the statistic
- (9) is not otherwise against the interests of ChangeCorp or our users as a whole. We have the right (but not the obligation) to remove any or all of your featured stories that fail to comply with the foregoing, or for any other reason, without notice to you.

Disclosure: In an effort to be as transparent with our readers as possible, SmartWoman Expert Writers should disclose any financial conflicts of interest related to the issue they are writing about.

If a SmartWoman Expert Writer receives payment or income from a company, organization, group, or individual with a financial stake in the issue he/she is weighing in on, that information should be disclosed at the bottom of the applicable blog post.

Correct your errors. If your story contains a factual error, you must correct or retract it within 24 hours after notice. If you make substantive changes (including error corrections) after your story has been published, you must note this at the bottom of your story. This includes matters of fact, but not changes to spelling, grammar or style or minor editorial corrections. However, in the interest of transparency, you should note to readers that an earlier version of the story had an error that was since corrected. Note: if a correction/retraction is due to a legal complaint of defamation, then the correction/retraction must be posted in as prominent a location as the defamatory content.

No guarantees. The SmartWoman Expert Writer program provides a forum for your ideas and expression, but is made available to you “as is” without guarantee of any results based upon the publication of your story, is subject to changes and could temporarily or permanently be suspended without notice to you, and without guarantee that it will operate free of errors, viruses, bugs or service breakdowns. We do not guarantee that your participation will fulfill any requirements you expect from the program.

You own your submissions, but we can still use them. You own the copyright to your submitted content and stories, and you can post it anywhere else you wish. However, by submitting any content to ChangeCorp (including text, videos, photographs or audio materials), you grant ChangeCorp a non-exclusive, worldwide, royalty-free, irrevocable, perpetual license to exercise all

rights under copyright law with respect to such content, which ChangeCorp may use, publish and distribute (along with your name and identifying features) on their websites and other properties and those of their affiliates and business partners, as well as for marketing and promotional purposes, online or offline, in any medium and mode of delivery.

We may be required to provide information about you. You agree that if ChangeCorp is legally required to disclose information that we have about you (including your IP address and location, name and user name), we may do so, without notice to you.

Complaints and Inquiries/Choice of law. If you violate any of the Expert Writer terms, or we receive an inquiry or complaint about your story, you agree that you are responsible, and you agree to indemnify and hold harmless ChangeCorp for all resulting claims and liabilities. This agreement is governed by New York law, and if we have a dispute about it; or about any content that you submit to us, the dispute will be resolved only in the courts of New York. We may provide you notices about the ChangeCorp Expert Writer program by e-mail. These terms make up the entire agreement between you and us and cannot be changed unless we agree to it in writing.

Entire Agreement. These guidelines and ChangeCorp’s Privacy Policy and Terms and Conditions constitute the entire agreement between you and ChangeCorp regarding the subjects covered. No other agreements, understandings, promises, or representations, other than those contained here and in ChangeCorp’s Terms and Conditions and Privacy Policy, are part of the agreement between you and ChangeCorp, Inc.

STYLE GUIDELINES

<i>Length</i>	600-800 words.
<i>Title of Posts</i>	Please use clear titles. Capitalize the first letter of every word, except for articles and prepositions three letters or less (so "From" is capitalized, but "for" is not; "Is" always gets capitalized)
<i>Quotes</i>	If you are utilizing a direct quote in your article, please make sure to give credit to the author of the quote and use quotation marks (" "). Try to avoid lengthy quotes. Use quotations if you are including a book chapter, a newspaper article, a magazine article, a tv episode, a poem.
<i>Words that need Italics</i>	Book titles, movie titles, newspapers, magazine titles, television show names, play titles.
<i>Hyperlinks</i>	Every time an Expert references an article, a report, an organization, or a website that can be found online, please include a hyperlink.
<i>Language</i>	All writers are expected to avoid usage of colloquial language. Avoid any political associations, religious identification or promotion, and most of all keep your language respectful and targeted to your audience.

FOR YOUR STORY

The SmartWoman platform allows you to share experiences, lessons learned, best practices or practical tips. You can develop a story about a specific project, community, person or issue. Keep your text simple and avoid cliches and jargon.

Step 1: Decide what you want to write about (eg: women in corporate jobs).

Step 2: Create a good title

Step 3: Think about a couple questions like: why are women struggling? Are they in good positions? Do they earn good salaries? Create a couple of bullet points that reflect the ideas you want to cover

Step 4: Support your ideas with evidence. Use numbers, statistics, case studies, polls and quotes.

Step 5: Write your article. Once done reread and eliminate repetition. If you use acronyms, explain their meaning.

Rules for effective writing:

- Never use a metaphor, simile, or other figure of speech which you are used to seeing in print.
- Never use a long word where a short one will do.
- If it is possible to cut a word out, always cut it out.
- Never use the passive where you can use the active.
- Never use a foreign phrase, a scientific word, or a jargon word if you can think of an everyday English equivalent.
- Break any of these rules sooner than saying anything outright cruel or rude.

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