

Submission Guide



ayorek.org

About Ayorek!

Why contribute?

- **Create an open platform** for people around the world to share insights, practices and collaborate on developing smart, sustainable urban solutions.
- At the same time, we also highlight the importance of **subjectivities, cultural and geographical contexts**—in this case, our hometown, Surabaya
- **Bilingual.** We work to ensure that all articles are translated in both English and Indonesian.
- **Accessibility & quality.** Combines various forms of engaging, reader-friendly formats with intelligent, informative content.
- **Reach.** Despite its young age (less than 2 years), Ayorek! has gained tens of thousands of unique visits per month, with a sharing rate of up to 5,000 - 18,000 per article.

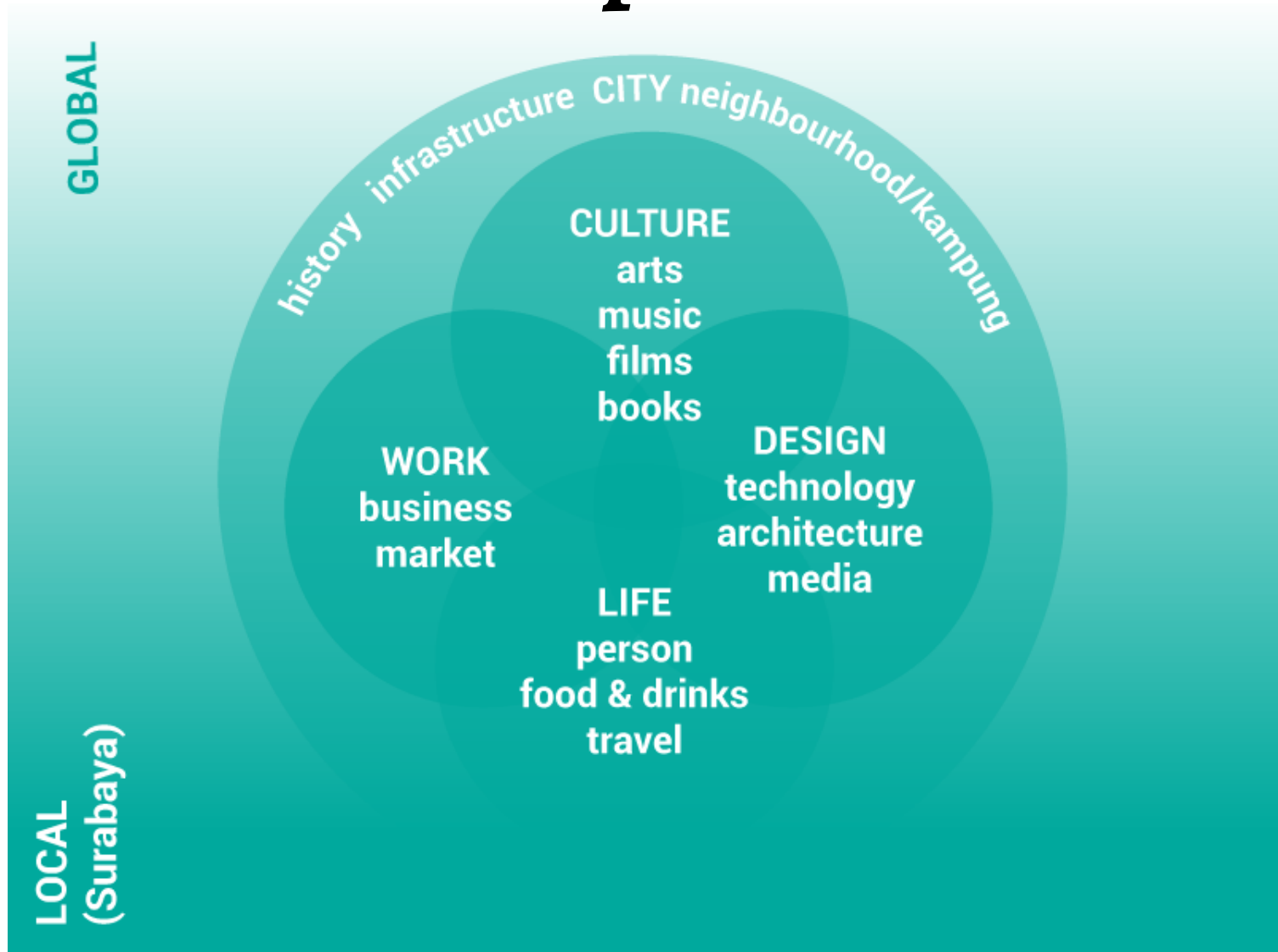
What we're looking for

- Ayorek! seeks original, informative, analytical and/or reflective stories in the forms of texts and other media (photo, illustration, sound, video, etc.) **based on real phenomena, people, and/or places in Surabaya.**
- Ayorek! also publishes articles that **may not be directly related to Surabaya**, but is related to the development of **urban knowledge** discourse, observation and research methods, or education.
- Develop more **quality, diverse, and intelligent content, with varied, intricate, nuanced views** to build intercultural dialogues and knowledge dynamics.
- Ayorek! is **not an academic publication**. We aim to provide a quality, accessible platform where popular works and academic writings can intersect and enrich each other in various formats and media.

Our Audience

- **AGE:**
 - 45.97% 25-35
 - 27.52% 18-24
- **LANGUAGE:** 70% can speak/read English
- **INTERESTS:** arts, entertainment, culture, travel, ethical & sustainable working and living, movie & music lovers, emergent (DIY) technology
- **Not necessarily academic but avid, discerning media consumers & producers.** They read widely; consume, produce, and share articles, photos, videos, music, etc.

Topics





Harjono Sigit dan Arsitektur Modern di Surabaya

Ayos Purwoaji

Cucu HOS Tjokroaminoto, sosok penting dalam sejarah perkembangan arsitektur modern di Surabaya. Karya-karya awalnya sarat eksperimen struktur & bentuk unik.

AYOREK / BUDAYA



Pengantar & keterangan pameran Perak Project

Andriew Budiman

Pameran seni yang mengundang seniman dan kreator untuk melihat wilayah "Perak" di Surabaya, kemudian membuat narasi ulang melalui perspektif mereka.

DESAIN



Survei Asosiasi Desainer Grafis Indonesia (ADGI) Surabaya

Ilmu Komunikasi



Di balik sebotol sambal Bu Rudy

Anitha Silvia

Dikenal dengan makanan yang pedas, sambal kemasan menjadi oleh-oleh khas Surabaya. Bu Rudy, yang bernama asli IE Lani Siswadi, lahir pada 1953 di Madiun.

KOTA / SEJARAH



#PerakProject: Ada Perak di Tepi Laut (bag. 2)

Muhammad Firman Bambang Irawan

Pergeseran urat nadi perdagangan ke wilayah kota yang lebih ke selatan di dekade 1990-an hingga saat ini membuat banyak pedagang tutup dan berpindah.

JALAN-JALAN / KAMPUNG



Cerita dari Kampung Tambak Bayan

Ilmu Komunikasi



Gatut Kusumo Hadi, sosok di balik Soerabaia

Muhammad Firman

Pejuang, seniman, sineas, sosialis, kutu buku, seniman, suami, ayah... satu sosok yang "menyelamatkan" penggambaran (film) sejarah Soerabaia '45.

KOTA



#PerakProject: Yang dapat kamu temukan dari Perak...?

Muhammad Firman Bambang Irawan

Mulai dari container peti kemas, uji nyali drag race vs trailer, ngurus SIM di jalan Colombo, naik feri sampai black market elektronik dan rokok impor.

JALAN-JALAN



Kya-kya di Pecinan Surabaya

Anitha Silvia

Desain Surabaya saat ini memang



Slamet yang Tetap Slamet Selamanya

Erie Setiawan

Slamet menggemari falsafah Timur, buku dan pengetahuan, yang ia wujudkan dalam laku kesehariannya. Sederhana, penuh ketakterdugaan, sekaligus mendalam.

KOTA / SEJARAH



#PerakProject: Ada Perak di Tepi Laut (bag. 1)

Muhammad Firman Bambang Irawan

Perak adalah satu dari tiga tempat di Surabaya yang pernah diabadikan dalam sebuah lagu. Namun tempat ikonik ini semakin hari semakin terasa meredup denyut jantung kehidupannya.

FILM



Inem Pelayan Sexy 2

Dhahana Adi

Muncul film sekuel persembahan

Submission Guidelines

General Guidelines

- **Choose your topic and issue, then decide on the most suitable format.** Our formats vary from short listicles to in-depth, long-form articles. Please read some Ayorek! articles at **ayorek.org** BEFORE YOU START to gain some sense of our content and style.
- **Bear your audience in mind, and don't try to cover everything.** Try to interest and engage the readers so they want to find out more about your subject. Pick an 'angle' that would interest and engage your readers, then brainstorm, sketch the skeletal framework of your story on a blank piece of paper.
- Flesh out your article by **adding details and real, verified facts.**
- **Be clear, succinct, coherent.** Keep sentences concise. Use active voice, and don't use 'the writer/author' to address yourself. Avoid needless 'big' words, excessive jargon, quotes and name-dropping. Do not directly cobble academic text(s) into your piece.
- **Integrate references and footnotes** within your narration. If necessary, use hyperlinks to refer to other sources.

Article Format

1. Feature, incl. profile
2. Interview
3. Photo/illustration, comic
4. Review
5. How-to guide
6. List(icle)

1. Feature

- Well-researched, descriptive, colorful, thoughtful, reflective, original. Allows the reader to be engaged, experience a story with the nuance (as if they were there).
- Focus on particular people (profile), places and events (e.g. case studies), issue
- Cover topics in depth, going further than news coverage.
- Examples:
 - Place-based: <http://ayorek.org/2013/08/merayap-di-kampung-arab/>
 - Profile-based: <http://ayorek.org/2015/04/gatut-kusumo-hadi-sosok-di-balik-soerabaia/>
 - Issue-based: <http://ayorek.org/2013/08/itu-halte-gak-fungsi-banget-dari-atas-kertas-hingga-trotoar/>

1.a. Feature: Profile

- Offers an arch, sidelong perspective of a subject, sometimes extending to mini-biographies that were exhaustively researched and elegantly written
- Unlike interview, profile provides a range of perspectives on the subject
- Usually of well-known or quirky people.
- Not all profiles spring from a person's achievements or notoriety. Some aim to portray a particular job or group of people, one of whom is chosen as representative.

2. Interview

- In the simplest form they are run as a Q&A: questions followed by the answers. People can read the subject's own words.
- Requires quirky/strong subject, thorough research and smart questioning.
- You can integrate the interview into a piece that has an engaging lead and describes the subject before the Q&A section.
- Example: <http://ayorek.org/2015/04/di-balik-sebotol-sambal-bu-rudy/>

3. Graphic: Photo, illustration, comic, infographic, etc.

- Provide a short introduction (1-2 paragraph(s)) about the artwork.
- Artwork can be singular, or can be in series, e.g. comic or photo essay can have more than 12 pages.
- For photo, include the location and the date when the picture was taken.
- Please note that for inclusion in print publication, graphic submission must be in high resolution (JPG, 300 dpi, min. width 150mm).

4. Review

- Review of (art)works: books, films, music, theatre, gadgets, etc.
- At its root the review is a piece of service journalism, informing people about which movies, say, have opened and whether they are worth seeing.
- Always and only one person's **assessment**. Please disclose any form of affiliation or payment.
- Most reviewers are specialists, or **have some expertise/knowledge** of the works discussed.
- **Do not give away the ending** (spoiler, or give spoiler alert), and make sure you finish reading the book or attending the play.
- **Give the reader a clear idea of what the artist set out to do and whether, in your assessment, they succeeded.**
- Whatever assessment is made should be **supported by examples and evidence**, i.e. it is not enough to simply say the band was crap.

5. How-to guide

- Aims to give informative, practical, implementable guide
- Start with a short introduction (1-2 paragraph) to inform the readers of what they can expect.
- Include: tools, equipment, estimated duration, cost.
- Explain the guide in clear step by step. Augment with clear, descriptive photos or illustrations.
- Provide links for further references, if necessary
- Example: <http://ayorek.org/2013/06/how-to-make-a-self-watering-planter/>

6. *List(icle)*

- **A combination of a list and an article:** an article that uses a list as its thematic structure, fleshed out with sufficient copy to be published as an article.
- A typical listicle will prominently feature a cardinal number in its title, e.g. 11 places you must visit in Surabaya
- Followed by **subsequent numbered subheadings** within the text itself reflecting this schema.
- Example: <http://ayorek.org/2015/02/yang-dapat-kamu-temukan-perak/>

Length

Ayorek! accommodates various article lengths, depending largely on the topic and format.

- **Short (400 – 800 words):** usually for, photo/illustration/comic, review, how-to guide, list(icle)
- **Medium (800 – 1500 words):** usually for interview, review, feature.
- **Long (1500 – 2500 words):** Usually for feature.
- **Any longer than 2500+,** usually we break the article as series.

Copyright & Honorarium

- Copyright for materials published in Ayorek is retained by the author(s)—**copyrights remain yours**. You only grant non-exclusive publication and distribution rights of your ideas to Ayorek.
- All contents published in Ayorek are licensed under a **Creative Commons Attribution-NonCommercial-ShareAlike 4.0**. By virtue of their appearance in Ayorek!, articles are free to use, with proper attribution, in educational and other non-commercial settings.
- We are currently **unable to give any form of financial honorarium**. However, we will contact contributors if their materials are to be used in any other setting outside Ayorek! website.
- If your article is selected to be published in Ayorek! print journal (published annually in January), you will receive **5 complimentary print copies** of that edition.

Submission Checklist

- The submission is original, is not under consideration for publication elsewhere, and has not been previously published.
- The submission file is in OpenOffice (.odt), Microsoft Word (.doc/.docx) or RTF document file format, and is not above 15MB in file size.
- Provide at least two photos or graphics with your article. Be sure to provide both captions and credits for each image and attach each graphic in separate file (as JPG, PNG, etc.). The longer the article, the more images it can absorb. You need roughly ± 1 image per 400 words.
- Acknowledgement of sources: Proper acknowledgment of the work of others must always be given.
- Include a short profile (no more than 200 words), email, website, and relevant, publishable contact details

Important Dates

For online publication on ayorek.org, we accept submissions all year round. However, if you're interested in inclusion in our annual print journal, important dates are:

- 15 June : submission of 1st draft
- 15 July : revision of 1st draft from editors
- 15 August : submission of 2nd draft
- 15 September : revision of 2nd draft from editors (if necessary)
- 1 October : final draft submission (if necessary)
- 2 Oct – 1 Nov : Translation of all articles
- 2 Nov – 1 Dec : Graphic & layout process
- 2 Dec – 31 Dec : Printing process
- January : Publication

INFO

For further inquiries, please contact:

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www.ayorek.org