



Write for the Protect Young Minds Blog

We appreciate your interest in writing for our blog! We are looking for talented writers to inspire our audience with stories, news, and practical solutions to help parents as they prepare children to grow up strong and healthy in a sexualized society.

About Protect Young Minds

Protect Young Minds is a website that helps parents with a critical challenge today - to arm their children with the skills to reject pornography. Nearly all children today will be exposed to pornography at some point, with potential harmful effects such as trauma, unrealistic expectations of sex, difficulty forming healthy relationships, being more vulnerable to abuse, and potential addiction.

Parents can teach young children to know what to do when they are exposed to pornography and help prevent them from growing up with these problems. It is much easier to protect children by preparing them now than trying to repair the damage later.

We help parents by creating tools for parents like the best-selling picture books by founder and author Kristen Jenson. These read-aloud books make it easy to start talking to young kids about pornography - *Good Pictures Bad Pictures: Porn-Proofing Today's Young Kids* (ages 6-11) and *Good Pictures Bad Pictures Jr.: A Simple Plan to Protect Young Minds* (ages 3-7). These books are already helping tens of thousands of children install an "internal filter" to protect themselves against pornography.

Considering the far-reaching extent of this problem, there are very few resources providing solutions to help families with young children. We started our website to keep parents informed through a weekly blog post, regular email updates, and social media.

You can help Protect Young Minds be the go-to source for parents when they need information, advice, and inspiration on preparing kids to reject pornography.

What to do next:

Here are the steps to apply to become a regular blog contributor for Protect Young Minds:

1. Email Vauna Davis at vauna@protectyoungminds.org with the subject line: "Interested in writing for PYM."
2. Tell us a little about yourself and why you would like to write for Protect Young Minds. If you have articles published online, please include links.
3. If it seems like a good fit, we will send you a list of 3 possible blog topics, our blog writing rates, and editorial guidelines. Let us know which topic you would like to write about.
4. As part of your application, please write a post according to our guidelines here and send it back to Vauna in a Word or Google doc.
5. If your post fits what we are looking for, we will contact you about hiring you to write more for the PYM blog. We may even be interested in paying for and publishing the post you submitted.
6. If your post doesn't fit our needs, we will let you know and we will not use it - you will have full rights to the post and can use it wherever you would like.

Editorial Guidelines for Blog Posts

Our audience is parents who are 25-44 and have children ages 3 – 13.

We reach 40,000 website visitors each month and have an email list of 17,000 subscribers. We publish one post each week and promote it through our email newsletter and social media.

The type of writing we are looking for:

- Tone is conversational and friendly
- Concise and easy to read
- Well organized with appropriate subheadings
- Empathetic to the challenges parents face
- Provide easy, practical how-tos
- Share relevant stories, stats, and the latest news
- Credible and based on current research

About you:

- You have excellent writing skills.
- You are committed to meet deadlines.
- You understand the lives of parents and children today.
- You agree with our point of view that pornography is always harmful to both adults and children.
- You have a good knowledge regarding the problems of pornography and are determined to keep learning independently to become an expert on this topic.
- You want to make a real difference in the lives of thousands of families.
- You want to build your portfolio by writing for a respected, leading organization on this issue.

What is it like to be a regular blog contributor?

We would like to have 4-6 regular blog contributors working with us.

Protect Young Minds pays a flat fee per post. We will send our rate schedule to interested writers who contact us as noted in the “What do do next” section.

Contributors write a post on a schedule that meets their needs and our calendar – at least one post every 8 weeks, or at most 2 posts per month.

We invite contributors to suggest topics, but all topics must be approved first.

Protect Young Minds reserves the right to edit posts as needed to meet our guidelines.

Posts should be original posts written for our audience that have not been published anywhere in the past. The blog posts written for PYM become the property of PYM, and its parent company Glen Cove Press. Posts may not be reposted online.

The difference between regular contributors and guest posts:

We welcome guest posts that serve our audience. Since guest blogs are cross-promotional and the value comes from reaching our audience, we don't pay for guest posts. Approved guest bloggers are allowed to mention their own organization in their bio and/or post.

Regular blog contributors may not mention, promote, or link to their own work, organization, products, or services.

Editorial Guidelines for Blog Posts

What your post should include:

- Identify a keyword or phrase - What would parents be searching for? Include this keyword in the title, description, beginning and end of post, in at least one subtitle, and several times in the body of the post. Use related words in the post as well. We can help identify a keyword based on the topic.
- Catchy title (include the keyword) 40-69 characters long.
- All posts should include a section of talking points to help parents discuss the topic with their kids.
- Subtitles (one needs to include the keyword or key phrase).
- Internal links to PYM content – at least 2. We can suggest these based on your topic.
- Outbound links to other websites (may not link to your own work, organization, products, or services).
- Write a description – 135 - 160 characters – a short, interesting summary of the post that will appear in Google search results. Also needs to include the key word or the key phrase.

- Write an email paragraph - A summary about the blog post to use in an email promoting the blog. Emphasize how it will help the parent. See samples below.
- Number of words – 1,200 to 2,000.
- Include your name and date on the post.
- Photos – You do not need to find an image. We have a graphic designer who will choose and design a cover and social media images. If you have an idea, you are welcome to share that!

Guidelines for writing:

- Be clear about the objectives of each post – how can it help parents prepare their children to reject pornography?
- Start off with something that creates curiosity to keep reading.
- Provide easy, practical how-tos.
- Tone is conversational and friendly.
- Be empathetic to the challenges parents face, address their emotions and their desire to be good parents.
- Concise and easy to read – write in short sentences and short paragraphs.
- Use subheadings to break up blocks of text.
- Subheadings are written in sentence form – Capitalize the first word and any proper nouns and pronouns, lowercase for the rest.
- Use bullets or numbered lists to make content easy to scan.
- We love real-life stories!
- Share relevant stats and the latest news when appropriate - Credible and based on current research.
- Check and double check for spelling, grammar, and typos.
- At the end summarize the main take-away and call to action – What do we want parents to do?

Important info for writers

Posts should be original posts written for our audience that have not been published anywhere in the past.

The blog posts written for PYM for hire become the property of PYM, and its parent company Glen Cove Press LLC owns the copyright. They may not be reposted on your own platform or on other websites. However, you may link to the original post on our website.

Thank you for writing for Protect Young Minds! Your post will make a difference in the lives of thousands of families. Please feel free to contact Vauna Davis at vauna@protectyoungminds with any questions.

Examples

Samples of some of our top posts

Girl Power! Preparing Your Daughter to Fight 50 Shades of Lies

<https://protectyoungminds.org/2017/02/02/prepare-daughter-fight-50-shades/>

Popular Online Database Leads School Kids to Porn

<https://protectyoungminds.org/2017/02/23/educational-library-portal-porn/>

The #1 Reason Parents Fail to Warn Kids About Pornography

<https://protectyoungminds.org/2017/03/09/warn-kids-about-pornography/>

Keep Kids Safe: 9 Ways Porn and Predators will Target Kids in 2018

<https://protectyoungminds.org/2018/01/11/keep-kids-safe-porn-predators-target-kids-2018/>

Samples of great headlines

Fifty Shades of Abuse: 5 Lies Every Girl Needs to Recognize and Reject

7 Things Your Seven-Year-Old Should Know about Love and Sex

Parenting Mistake! 3 Words That Could Shame Your Daughter

5 Sneaky Locations Porn Finds Kids

7 Signs a Child is Viewing Porn that Parents Often Overlook

Kids Under 10 Make Up 10% of Porn Site Visitors

Email paragraph sample 1:

Learn from an expert in **Love Kills Porn! Advice from a Mom Who Cares for One Million Kids.**

This quick post recaps the inspiring opening address from Joy D. Jones at the largest national conference against pornography.

You'll discover how to use LOVE to help kids truly reject pornography.

Wait! Don't we ALL love our kids? Yes! And there's actually 3 specific ways to use this love to build stronger, more resilient kids.

Email paragraph sample 2:

What are the consequences of excessive screen time on young minds?

Find out in this week's post, **What is Screen Time Really Doing to Your Kid's Brain?**

We've gone straight to American Academy of Pediatrics for their recommendations. Then dug a little deeper to discuss why they're important!

Learn about:

- Age by age screen recommendations
- How to balance screen time for older kids
- Tips for a healthy media diet the whole family can enjoy