



**THE WILD DETECTIVES**



COLLABORATOR'S GUIDELINES

## OVERVIEW



Our mission is to curate cultural experiences—to seek, select and filter quality content and actively engage with those who advocate and promote the things we love.

We believe our website is the perfect platform to do so. A place from which culture vultures, like you, can articulate thoughts and opinions on cultural matters, literary works and music pieces that you are passionate about.

We're just a limited bunch of real fiction lovers, mellow music maniacs, versed poetry users and enlightened film abusers, and we're not content to go at it alone. So, please collaborate with us and bring your perspective to our platform.

## OUR HISTORY

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The Wild Detectives is the passionate and euphoric talk over the years -and around the beers- of 2 Spanish Engineers, long time friends, who were crazy enough to make that conversation actually happen.

Paco Vique and Javier García del Moral met in Dublin in 2004, when they were both working on the construction of the city beltway.

They've since traveled the world and shared their passion for literature, music and some other hedonistic pleasures.

In 2008 Javi moved to Austin and Paco followed next year to Dallas. Finally in 2011 Javi joined Paco in the Big D and they've been conspiring ever since.

First they set up Pata Negra Sessions at The Texas Theatre, Spanish film and food events that brought to Oak Cliff a bit of the Iberian Peninsula.

## OUR HISTORY

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After that, they set their eyes on a ramshackle bungalow from the 40's in Oak Cliff and the first ideas of a bookstore, music venue and coffee bar were shared between them. Around a year and a half later, on February 28, 2014, The Wild Detectives finally opened.

So far, the business has grown swiftly and it has gained a lot of attention in the media. It's been chosen Best Bookstore 2014 and 2015 by D Magazine and Best New Thing in Town 2014 by the Dallas Observer.

The Wild Detectives was born with the intention of making culture approachable for everyone by promoting it as a cool, sexy and appealing space to dive in.

Probably a quite quixotic endeavor, but aren't we Spanish after all.

## CONTENT STRATEGY

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Our website publishes articles in 2 main areas, Blog and Recommendations. The first one houses articles about culture among other stuff (like local issues or our own brand communication), while Recommendations displays books and record reviews.

It's Recommendations from which we carry out our curating mission, publishing short, personal, warm, close, heartfelt, sincere, humble, insightful, inclusive, accessible, approachable, friendly, inviting, exciting and engaging reviews about books and records.

We believe that everybody has something interesting to say about the things they love, that everybody has a voice. We want to encourage our community to share it.

Please check the different spaces we offer for collaboration and send us your stuff. We're looking forward to having you on our website.

# CONTENT STRATEGY

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## BLOG

The Blog will be the place to publish literary creation and any kind of culture commentary.

Please feel free to propose us a topic, even if it doesn't match our set of categories. We're more than happy to host it if it's somehow rooted in culture.

Let's have an overview of the different categories we already have under which we'll publish your articles.

# CONTENT STRATEGY

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## Literature

Any article Literature related that is not a review. It could be about an author, about a genre or even about reading

ie.: [Books are good for you. And for everybody.](#)

## Music

Any article Music related that is not a review. It could be about a band, an artist, a song, a festival, an instrument... whatever. Feel free to approach it from the angle that you want.

ie.: [6 Deer Tick's John McCauley's Songs To Waste Your Weekend.](#)

# CONTENT STRATEGY

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## Film

Any article Film related. It could be about an actor, a director, film industry, festivals... In this case reviews about a particular film will also come up in this category.

ie.: [A brief history of time \(in Cinema\)](#)

## Other Disciplines

We also would like about other artistic disciplines. We already have some content on [Drama](#) and [Photography](#), but anything related to other disciplines like comics, art, TV series, illustration, design or even pottery. It could be history, sociology, sports, technology or science, it doesn't matter as long as it's rooted in proper cultural commentary and it's relevant enough.

ie.: [Willingness to mess up](#)

# CONTENT STRATEGY

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## Community

We want to promote all those initiatives, non-profit organizations and local associations that work on improving the life of us all in terms of social and eco justice. So, if you want to talk about -or interview some of these committed- people and what they do, there is space for this kind of content on our site.

ie.: [Music is our weapon. The Power of Music.](#)

## Tinajero Papers

This is a space for literary creation. At The Wild Detectives we want you to have a platform to share your work with the world -or at least the piece of world within our reach.

Feel free to share an essay, a poem, a short story or a literary format of your invention, that's absolutely up to you. Just keep in mind that publishing a novel may not be a good idea as the scroll system could collapse. ;)

# CONTENT STRATEGY

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## RECOMMENDATIONS

This is the real deal, the corner stone of our content strategy. Here is where we put our curating mission into practice.

### Books

Feel free to recommend any book you love.

### Records

Feel free to recommend any record you love.

## ABOUT THE ARTICLES

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We do have some guidelines for the kind of content we're looking for. It's just orientational, feel free to write what you want.

### ***1. Long format over short format.***

We'll publish your content whether is long or short, but long format articles, if they are full of value for the readers, tend to be shared more than short format ones. Direct, short and sweet articles are ok for coming in and out, but if you want more exposure try to write insightful long articles.

### ***2. Make the text easy to scan.***

Especially if you're writing a long article. Avoid long paragraphs. Use a paragraph per each idea and make them even shorter at the end of the article when your readers are more tired.

### ***3. Show your passion.***

The main idea is to recommend what we like, we should talk the same way we talk when we recommend a friend something we like. It's about sharing the personal experience. That's the key. Make it personal guys.

## ABOUT THE ARTICLES

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### *4. Play*

Have fun writing. More than likely your readers will have fun too. Explore different structures, angles, perspectives, different journalistic genres (interview, report, chronicle...). Be playful, be original.

### *5. Think about the readers.*

How can you write something they want to read. How can you create some value for them. If they're into Literature, for example, how what you're going to write is going to help them, inform them, orient them in the way they approach to reading.

### *6. People like lists.*

Lists are the quintessential curating format. People love them because they're an easy way to process tips and recommendations. If you want an idea for an article lists could be a good starting point. Be creative and think about interesting approaches for a list if you finally decide to write one.

## ABOUT THE ARTICLES

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### *7. Everybody is invited*

Our articles have to be inclusive. It's not about sounding academic, it's about communicating love and passion for the things we like. We want our public to feel excited about what we're saying, not inapt or stupid. We want them to engage with us, not to think we're stuck up elitists.

There is space to be brainy -we're talking about culture in the end- but always link it to your personal perspective. We're interested in your voice.

Again, keep it direct, personal, warm, close, heartfelt, sincere, humble, insightful, inclusive, accessible, approachable, friendly, inviting, exciting and engaging.

Wittiness and humor are welcome.

## ABOUT THE ARTICLES

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In terms of format don't forget to include:

### Title

People will decide in seconds whether they read further or don't based on the title. It has to grab the reader's attention.

### Excerpt

This is a paragraph that should introduce your text. It works independently than the main text.

### Text

Your very interesting stuff.

### Bio

Say something about who you are and what you do. The idea is for the article to have some cool pedigree. So please, this time, don't be humble about yourself. One paragraph only, please.

### Quote (optional)

If you want to, and it suits the article, add a quote.

## **ABOUT THE ARTICLES**



You're more than welcome to include the image you want to use for your articles. If you choose it from Internet, keep in mind that size should be at least 700px wide and 394px height.

# THANK YOU



Send your collaborations or any query  
you may have to

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