

Online Submissions Guidelines

What we're looking for

You

Above all, we like to present work that is a strong fit for us and the way we curate. We love work that shares our interests of exploring how text can be used, blurring the boundaries between art and literature. We're keen to work with artists and writers who recognise the challenge, opportunity and unique framework that HOAX offers.

We have a particular focus on providing space for work by marginalised people, and believe that combining this with an innovative platform model means HOAX is always dynamic, forward-thinking, interesting, relevant and actively contributing to social justice. You do not need to have an arts education or to have shown or published work previously. Equally if you are already considered well established, we would still love to work with you. HOAX should represent a level playing field for all.

Content, themes and subjects

Our aim is to provide space for a wide range of themes and subjects. We love to host work that's radical, challenging, emotive, provocative, compelling and interesting while remaining accessible, engaging and non-exclusionary. We welcome light-heartedness and humour as much as heaviness and seriousness, and personal experiences as much as aspirational, outward-looking ideas. We don't curate around set topics or narratives.

Artforms

We accept works of all forms, providing they meet these three key requirements:

- Works must incorporate text in some way in their final form. Text doesn't have to be dominant, but should be present.
- Works must be intended to be primarily experienced by readers and audiences online. It doesn't have to be 'born digital', but we don't accept documentation of work that has been created for IRL display.
- Works must be creative. We don't currently accept reviews, articles or non-fiction.

This means that the form works take can be anything from plain text, image, video, audio, or something more site-specific embedded or coded into the webpage.

Newness

Work submitted for HOAX does not have to be newly-made. We do ask that works submitted haven't been shown—at least not widely—before, and aren't already presented on another online platform. We also welcome proposals for work not yet made.

Languages

We welcome work in any language, however as HOAX is primarily an English language platform we encourage English subtitles on videos or translations. If your work uses non-English languages, terms or wordplay, it would be very helpful if you would translate it for us or explain any linguistic intricacies that we might not pick up on as non-speakers.

Authorship and ownership

While we welcome works that make use of satire, parody, homage or pastiche, we won't accept work that you can't legitimately claim to be the creator of. You cannot submit anyone else's work as your own, or submit work on behalf of someone else without their consent. If you'd like to submit something that has been made by more than one person including yourself, you must have the consent of everyone who has collaborated with you.

Our principles

HOAX is not politically neutral. We promote emancipatory politics and refuse to contribute to violence or oppression. We will never present any work that exhibits fascism, racism (including antisemitism, anti-GRT racism or hate towards any other ethnic groups), transphobia, misogyny, homophobia, classism, ageism, ableism, fatphobia or other forms of bigotry. While we don't expect or ask that our views and beliefs align perfectly with those of our contributors or supporters, we do not want to work with people who wish to further any forms of hate, or push ideas or politics that harm or threaten those who are disempowered.

We want our platform to be as accessible as possible, and we hope the artists and writers who are interested in us share these values. We ask that you please take the time to work with us on embedding access into your work if accepted.

What we offer

Fees

HOAX is run entirely by unpaid volunteers. We pay contributors what we can, and currently this is £50 per accepted submission. We have a tight budget, but it is high on our priority list to be able to pay artists and writers more as our regular donor base grows. Many contributors choose to donate their fees back to us as a donation, which is always welcomed gratefully from those who are in a position to do so.

If works are submitted and accepted as a two-part, triptych, or other multiple-part series, this is considered one submission warranting one fee.

Please note: if you state on your application that you do not wish to take a fee, and then subsequently change your mind after your work has been accepted, we may not be able to accommodate this owing to our budgets being so tight.

Audiences

We have a large, well-engaged audience and readership spread all across the world. Most works on HOAX's website reach views in the hundreds or even thousands. We continually promote all the works through the years so that they reach new audiences.

Many curators and researchers also use HOAX to discover artists and writers, whom they then go on to approach with work. We are proud that HOAX serves as a resource in this way, and will always take time to facilitate positive connections that present themselves for our artists and writers.

Other support

We're here to be a loudspeaker for the artists and writers we work with and want to use our channels to promote them beyond their involvement with us. If your work is accepted, please know that we would love to share your future projects, exhibitions, publishing and beyond through our channels.

We are also more than happy to share advice, guidance and pointers when requested.

Making submissions

Submissions fee

There is no fee to submit work to HOAX, however we do ask that you make a small donation if you are in a comfortable position to afford this. This donation will in turn be used to pay artists and writers. Donations that come through our submissions process are a vital part of HOAX remaining afloat. We thank you in advance for supporting us.

Submissions form

We use a Google form for submissions, and have ensured this is a quick, easy process. You can submit up to three works through one form, but there is no limit to how many times you can submit.

If you would like to submit work in an alternative format for accessibility reasons, please contact us at email@hoaxpublication.org.

About the work

Our submissions form asks you to tell us about the works. We will use this information both to help us make a decision about the work, and also to talk about the work publicly if we accept it, so please make sure you're happy for us to do so.

If you want to share something privately with us about the work but don't want us to make it public if we accept your submission, please indicate this. We will respect your privacy.

Proofing

We don't like to correct spelling, punctuation or grammar without having been asked to, in case that goes against your wishes. Please indicate if you'd like your work proofread and amended if it is accepted with any errors found.

Epilepsy warnings

If your work contains flashing imagery that may trigger photo-sensitive epilepsy, please tell us and we will include a warning about this.

Content warnings

While we embrace work that is challenging or elicits strong emotional responses, we don't want HOAX to traumatise or hurt anyone. We try to include trigger warnings above certain works so people can choose if, when and how to engage with them. Please tell us if your

work requires any content warnings for violence, including sexual violence, or bigoted imagery or language.

Image description / alt text

Please include descriptions of the visual information of any image or video works. Try to keep these concise, factual and objective, as if you are just trying to give an accurate and complete description of what something looks like to someone who can't see it.

We will use this on our website and in social media to ensure work is accessible.

Withdrawing your submission

Please tell us promptly if you have to withdraw your submission for any reason.

Hearing back from us

Because of how HOAX is curated, and because we are a tiny team of volunteers working on HOAX around full-time jobs, we often take a long time to get back to submissions. We know this is not ideal, and increasing our capacity in order to better support applicants is a priority. Please indicate to us if you'd like us to be in touch within a certain period of time.

Rejection

Please don't take a rejection from us as a sign that we wouldn't want you to submit again! We would dearly love to be able to present ten times the amount of works that we do, but capacity and funds restrict us so that we unfortunately have to say no to a lot of work we really like.

Feedback

Our small team of volunteers run HOAX in their lunch breaks, evenings and weekends so we're not currently able to offer feedback on rejections. We're sorry about this.

Launching the work

How it exists on HOAX

Each new piece spends one week on HOAX's front page and is shared well across HOAX's social media platforms and weekly e-newsletter, before steadily moving backwards through HOAX's pages as more new works are added. All works are added to the main Works page, and all contributors added to the Index.

New work is launched every Tuesday at around 1pm UK time.

Promoting the work

While we don't decide whose work to present based on the size of their platform or reach, we're also really keen to work with people who will be excited about having their work shown through HOAX and want to shout about it! It's important to us that we can co-ordinate on launching the work with you so that it can have a lot of impact.

Links and credit

We want people who like your work to be able to find more of it, and so we link to your website underneath. Likewise, we'd encourage you to list HOAX on your own website and elsewhere.

Video and audio works

We ask that all video and audio works be hosted on our own channels, e.g. Vimeo and Soundcloud. If your work is accepted, we will need you to send the file to us over WeTransfer.

Donations

HOAX depends on an average of £8.50 in donations a day to keep us going and pay artists and writers. Many of these donations come through our artists, writers and supporters making this clear to their own followers. We would hugely appreciate if you also shared our 'support us' page during the week that your work is hosted on our front page (or beyond): hoaxpublication.org/support-us

Into the future

Ongoing promotion and reproduction

After each work transitions from being that week's featured piece into the archive, we continue to promote it through our channels periodically to ensure it doesn't gather dust and remains actively shown to readers and audiences.

If you'd like to show or reproduce work presented through HOAX elsewhere, we'd be fine with that, but would appreciate a credit. We don't like to be cagey about how artists and writers can use their own work, though we really do want HOAX to feel like the work's 'home'!

Chat to us

We're active on social media, and keep things informal. Feel free to get into a conversation with us on Instagram or Twitter, ask us about any of the works, artists and writers, or just generally have a chat.

Keep in touch

Please tell us if any of your details change, such as your website address, name, pronouns or email address. We really like to grow relationships with everyone whose work we present. Please keep in touch and tell us about any future news related to your practice so we can spread the word!

