

TEXAS CO-OP POWER

A MAGAZINE ABOUT TEXAS LIVING

WRITER'S GUIDELINES

Mission

The mission of Texas Co-op Power magazine, a publication of Texas Electric Cooperatives, is to enhance the quality of life of electric cooperative member-customers in Texas in an educational and entertaining format.

Readership and Editorial Focus

Texas Co-op Power is a monthly magazine distributed to more than 1 million households and businesses in Texas who receive electricity from their local electric cooperatives. We provide educational information about consumer issues related to electric cooperatives as well as general interest stories.

On average, our readers are between the ages of 50 and 65 with some college education. Two-thirds of them live in rural locales and many have some background in farming and ranching. As urban populations expand into the surrounding countryside served by electric cooperatives, our suburban readership increases and our audience gets younger and more educated.

Our stories are mainly about Texas places, history, travel, culture and people. We have a particular interest in rural Texas and suburban areas served by electric cooperatives. We encourage writers to establish a connection to an electric cooperative if possible. Our stories reflect cooperative values such as concern for the community and working for economic development.

We are looking for writers who can tell stories, stories that engage readers on many levels, stories told with flair and passion and humor and in interesting ways, with lively quotes and enough depth to show that the writer has done his or her homework.

Query Guidelines

Before sending a query, read previous issues to familiarize yourself with the magazine and to check whether your story has been previously covered. Magazine archives are found at www.TexasCoopPower.com.

We prefer to receive queries by e-mail. Outline your proposed story with a brief description of the scope and slant. Give us an idea of the style and tone you propose to take in the story. Include copies of previously published articles to show your writing style.

Writers should follow Associated Press style.

We do not accept queries over the phone.

We do not publish two features on the same subject within seven years of each other.

We do not accept articles or stories that have appeared elsewhere, with rare exceptions.

We do not accept fiction or poetry.

Rates

Texas Co-op Power pays from \$500 to \$1,200 per article based on length and quality. Payment is made upon final acceptance. The editor has discretion to offer a lower fee than originally stated if the story requires extensive rewriting, fact checking or research by the magazine staff.

We are not responsible for unsolicited manuscripts.

Scheduling

Most stories are scheduled for publication six to 12 months in advance. All work assigned for an issue must be in our offices no later than four months prior to publication. Seasonal queries should be made at least nine months in advance.

Research and Fact Checking

Text should be meticulously researched. Check and double-check facts, dates, spellings, directions, distances, heights, all matters of historical record and telephone numbers. Ask individuals how to spell their names. Do not rely on friends, relatives, telephone books or newspaper articles.

Include the names and contact information of all persons quoted or used as information sources for your article.

If you find interesting illustrations on your subject such as old photographs, period engravings, maps or paintings, please make a note of what they are, how they might be obtained, and who owns the copyright, if any. Please include this information with your feature.

If you write about a place, please send us the most recent descriptive literature. If you write about an event, send us the latest program.

Send information for a "When Where How" sidebar/box with any appropriate lengthy manuscript. Include dates, times, locations, prices and instructions on how to get to a place or event. If you prepare a historical feature, furnish names or descriptions of sources (books, old letters, museum displays, etc).

An author's note no longer than two sentences should accompany your story. Submit two or three headline suggestions with your story.

We expect you to write to the editors' specifications. When necessary, we expect you to rewrite an article at least once.

www.TexasCoopPower.com

We also are looking for supplemental material that could enhance the story for online readers. This may include digital photos for a slideshow, a short video, a sidebar or digital audio interview.

We welcome such suggestions. We will negotiate these "Web Extras" separately.

Photography and Artwork Guidelines

If you are submitting digital photographs, we require professional quality and a minimum of 300 dpi resolution. Transparencies in any format, 35 mm and larger, are acceptable.

Usage Policy

The author warrants that the work is his or her original creation.

Texas Co-op Power purchases first rights and may reproduce the work in TCP anthologies, promotions, website or other electronic technologies.

Editorial Contact Information

Carol Moczygamba, executive editor, cmoczygamba@texas-ec.org

OR

Charles Boisseau, associate editor, cboisseau@texas-ec.org

Texas Co-op Power
1122 Colorado St., 24th Floor
Austin TX 78701