

Texas Co-op Power magazine Writer's Guidelines

November 2015

Mission

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

Readership and Editorial Focus

Texas Co-op Power is a monthly magazine distributed to 1.3 million households and businesses that receive electricity from electric cooperatives in Texas. We provide information about consumer issues related to electric cooperatives as well as general-interest stories.

On average, Texas Co-op Power magazine readers are educated, older and established in the community. Two-thirds of the magazine's readers live in rural areas, and many have a background in farming and ranching. Co-ops also provide electricity to several of the state's fast-growing suburbs, and the Texas Co-op Power readership in these areas tends to be younger and the communities more densely populated.

The magazine's content features Texas history, travel, culture and trends, with a particular interest in the areas of the state served by electric cooperatives. We encourage writers to establish a connection to the co-op community and to develop content that reflects cooperative values such as concern for the community, education and working for economic development.

Generally, the article will be better if the writer uses active voice and precise descriptions; includes lively quotes and proper context; and if the content reflects thorough reporting and comprehensive research.

Query Guidelines

Before emailing a query, read previous issues to familiarize yourself with the magazine and to check whether your topic has been previously covered. Look for magazine archives at TexasCoopPower.com.

Queries should be submitted by email. Outline your proposed story with a brief description of the content. Provide a sense of the style and tone you propose to take in the story. Include copies of previously published articles. Texas Co-op Power magazine follows Associated Press style. Please do not submit queries telephonically.

Scheduling

Most magazine content is scheduled for publication 6–12 months in advance. Deadlines are important and will be included in the agreement.

Research and Fact Checking

All content should be meticulously researched. Check and confirm all facts including dates, all spelling, directions, distances, heights, telephone numbers and website URLs, and matters of historical record. Information must be confirmed, and the supporting materials must accompany stories.

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

If you have suggestions for illustrations on your subject, please include this information with your feature. If your suggestion includes photographs, engravings, maps or paintings, please make a note of the title and creator as well as any information about how the material can be obtained and who owns the copyright. Caption information and suggestions are welcome

An author's note no longer than two sentences should accompany your story. Headline suggestions are welcome.

The typical editorial process includes one revision for essential structure and content, and a second revision for refining and polishing.

TexasCoopPower.com

Supplemental material that enhances the story online is required. These Web Extras can include sidebars, "if you go" tips, links to additional reading or reference materials, lists, and video or audio interviews.

Social Media

It is important to develop a strategy to both engage readers and to promote stories through social media. Texas Co-op Power maintains active Facebook and Pinterest accounts, which we use to promote individual stories and Web Extras. Suggestions for images and posts are welcome.

Usage Policy

Unless specifically agreed otherwise, all content developed for Texas Co-op Power magazine must be original. Texas Co-op Power purchases first rights only, but the original agreement includes the option to reproduce the work in anthologies, promotions, on the website or using other electronic technologies.

Payment

Texas Co-op Power pays \$300–1,200 per article, based on length and quality. Payment is made upon final acceptance. Texas Co-op Power magazine and Texas Electric Cooperatives are not responsible for the receipt, acceptance or return of unsolicited manuscripts. If, after an assigned article has been written and reviewed by Texas Co-op Power, it is still deemed inappropriate for publication, TEC will pay a kill fee of one-third the contracted amount.

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