

WESTERN ENERGY™ MAGAZINE

WRITER'S GUIDE

2011-12

WHO

Questions regarding article submissions, editorial timelines, target audience and content ideas go to Tai Danforth, Director of Communications and Marketing, Western Energy Institute at danforth@westernenergy.org or 971.255.4970.

Advertising questions go to Mike Holley, Publisher, Apogee Media Group at mike@apogee-mg.com or 916.378.5014.

WHAT

Western Energy is a quarterly publication provided by Western Energy Institute, a utility and service company based association serving publicly and privately held utilities. We seek articles engaging all members by addressing new technologies, universal operational and business challenges, case studies, hot industry trends and notable infrastructure updates to name a few (more suggested topics under Writer's Guidelines). For each issue we are always looking to provide a balance for our diverse members with electric, gas and hydro concerns, operations in the U.S. and Canada, small to large utilities and varying foci on generation, transmission and distribution.

Just like WEI's events, the success of the magazine will depend upon the involvement and knowledge of our members driving the content perspectives that will provoke inquiry and discussion about where members can collectively drive, thrive and survive industry opportunities and challenges.

WHEN

Editorial and publication dates are as follows and are submitted to Tai at danforth@westernenergy.org.

SPRING 2012 - THE LEADERSHIP ISSUE

Editorial Date: March 26

Publication Date: May 7

SUMMER 2012 - CYBER SECURITY

Editorial Date: June 27

Publication Date: August 13

FALL 2012 - NATURAL GAS + ELECTRIC INTERDEPENDENCIES

Editorial Date: September 28

Publication Date: November 13

WINTER 2012 - CUSTOMER CONNECTIONS + CORPORATE SERVICES

Editorial Date: December 17

Publication Date: February 6

WRITER'S GUIDELINES

Western Energy Institute is seeking informative and original articles with unique perspectives pertinent to utility executives and managers facing professional challenges spanning the utility business from the front line operations to the back office functions. Our diverse membership includes 60 energy companies and 130 industry service providers interested in articles addressing the following topics:

- Customer and Utility Communications
- Economic Forecasting
- Electric Distribution and Transmission
- Energy Efficiency and Sustainability Practices
- Engineering and Construction
- Executive Management and Leadership
- Finance and Legal
- Gas and Electric Operations
- Gas Distribution and Transmission
- Hot Industry Trends including Smart Grid, Renewables and Emerging Technologies
- Human Resources and Training
- Industry Services and Products
- Information Systems, Cyber Security and Technology Management
- Legislative and Regulatory
- Safety and Security

Additionally, authors should be aware of WEI's events featuring various topics. Program agendas are posted at westernenergy.org/programs as they come available.

GETTING STARTED

We accept full length features, guest columns, hot topics and leadership driven Q&A interviews, blurbs about members on the move and photos to support any type of content.

- Full length articles should be one to four pages and between 1,000–2,000 words. Special consideration is extended based on subject matter and content accompanied by outstanding graphics and/or photos.
- Guest columns should be approximately 400–700 words and may include more opinion oriented subject matter that takes into consideration WEI's entire membership base and the diversity of perspectives within.
- Short blurbs about members on the move should be approximately 250 words or less and should be accompanied with a print quality headshot.

Photos should be a minimum of 300 dpi (print quality) and include a caption of everyone featured (.jpg files are preferred), title, location, date and any photo credits. A short description of visual content is also welcomed.

We're looking for substantive and commercial-free content. Information directly promoting specific products or services may not be considered. Writing style and presentation should be clear and concise with a preference for a more conversational style.

WEI's publishing partner, Apogee Media Group, will provide all graphic design services for your article layout. They will either create original graphics to enhance the message, or authors may submit their own graphics they would like considered for use in the final design. Graphics should be submitted as 300 dpi image files or in a high resolution PDF. When submitting the article, please include in the body of the email where you would like your graphics or photos to appear within the flow of the text.

Manuscripts are accepted in Microsoft Word (.docx and .doc) using 10 point sans-serif fonts (fonts like arial that do not have the small features at the end of the stroke). Use single line spacing and a single space between sentences without bold, underlined or italicized text. Include a two sentence bio line for each article contributor and a suggested article title.

STYLES

Abbreviations and Acronyms: The first time an abbreviation is used it should be written out in full and followed by the abbreviation. We prefer to not use contractions within the body of the text, but if it is needed, contractions are accepted when the the shortened form of a word that begins and ends with the same letters as the original word is recognizable and does not require a full stop (dept, munis).

STYLES [CONTINUED]

Capitalization: Over capitalization slows down reading speed and is uncomfortable on the eye. Use initial capitals for proper nouns and names, and lower case for rough descriptions or references.

Endnotes and Footnotes: We prefer endnotes, and please keep these to a minimum where possible and insert at the end of the body text. Please use the following format when submitting your manuscript: Page, *Title*, Author, Publisher, Date.

Italics, Bolding and Underlining: Please do not use underlined and bolded text in the article. Italics are accepted for emphasis only if deemed absolutely necessary.

Numbers: Write out numbers in full from zero to nine and those used figuratively (for example: I've seen that a hundred times) as well as in definitions unless they are 10+ (for example: six percent, 16 miles). Use digits for numbers 10 and above and do not start a sentence with a digit. Spell out percent in place of the % symbol.

PUNCTUATION

- Use commas sparingly and not before 'and' when the sentence can do without the extra comma. Use if needed to separate listed items for clarity's sake. No commas after question marks used in quotes.
- Use of colons are accepted when completing a sentence and before a whole quoted sentence, but not before a quotation that starts mid-sentence.
- En Dashes (not hyphens) are longer than hyphens and should be used for content in parentheses, to show a range of time (for example: 1975–2005) but not when paired with the word 'from'.
- Apostrophes are used for normal possessive scenarios but not in decades (1980s).
- For quotes and quotations use double quote marks when quoting direct speech or for quotations within a quote. Quote marks should come before the full stop (the period) if a partial sentence is quoted and after the full stop if a full sentence is quoted. Use single quote marks when quoting from books or texts in general.

ARTICLE SUBMISSION AND ACCEPTANCE

Acknowledgement of receipt of your submission will occur within one week of receipt. If your article is accepted, we tentatively assign its publication in a specific issue, but schedule changes may occur. Please let us know if you have submitted the article elsewhere or whether it has been published previously.

Our editorial staff may make minor edits to an article, including formatting changes inherent to publication requirements; however, if an article requires substantive changes, these will need to be made by the author(s). All questions regarding articles should be directed to Tai Danforth (contact information on cover page of this Guide).

Members are encouraged to visit Western Energy Institute's website at westernenergy.org/about for more information about other members, our mission and our programs.