

POWER

Contributor Guidelines

Please review these guidelines and our content (www.powermag.com) before submitting a pitch to the editors.

Address for *specific, exclusive* pitches to POWER and for press releases (to reach all the editors): editor@powermag.com

Please note:

- POWER publishes content in print, on the web, in eletters, and via social media. Some content is better suited to one platform than others.
- Due to the volume of press releases and pitches we receive, we cannot respond to individual emails, so please do not “follow up” by phone unless you are already working on a confirmed story. If you have sent a targeted, exclusive pitch and haven’t heard from an editor after two weeks, the best approach is to follow up with an email resend/reminder.
- If POWER is your first choice for publication, please do not submit your pitch to multiple publications. We will try to respond to your email as soon as we can, but we are only interested in exclusives (within the energy sector) for feature stories and departments. (Obviously, this does not apply to news stories that we may run in our weekly enewsletter.)
- We do not open attachments unless we are 100% sure of the sender. That means your press releases should have the main message in the body of the email, and your subject line should be substantive (rather than “please post this” or “the latest from X”).
- If your material is considered for the print magazine, we need to see pitches *at least* three months prior to the issue month (by the beginning of May for the August issue), and preferably earlier. The earlier you pitch, the better the odds of a response and potential publication. Final, approved text and art would be due a month and a half before the issue month. For a guide to the main focus of each issue, see the media kit at <http://www.powermag.com/mediakit/>
- Some press releases may be picked up by our Marketing team for posting on the website, but that is at their discretion and as time allows.

WHAT WE DON'T COVER (OR ONLY IN RARE CASES)

- Personnel changes/promotions
- Company mergers, acquisitions, and business deals/contracts
- T&D and electricity end use topics
- Books and book reviews
- The energy invention you just developed in your garage

However, the top three items may still be worth a press release, as the editors are always collecting background information and following general industry news.

WHAT WE ARE LOOKING FOR

What we publish, and where, is constantly evolving as the power and publishing industries evolve. The editors are best equipped to determine where something will work best, but we've provided an overview of the main options below.

Note that even if an editor expresses interest in a pitch and asks you to follow up by developing a story, that is not a guarantee that the article will be published. If the material submitted is too poor in quality, or if the submission is too late, or if more-timely topics have preempted yours, we may say we are no longer interested and will wish you luck publishing it elsewhere.

For the Print Magazine

Many readers and contributors are most familiar with POWER as a print magazine, which has been published since 1882. The magazine includes a mix of departments (shorter pieces) and features. The editorial staff determines where a particular story fits best. Here are some guidelines for the main sections.

Global Monitor

This department typically runs short items about interesting developments around the world, from major progress on notable generation projects to big policy changes to promising and innovative R&D. We also run short notes about major contracts in the POWER Digest. If you have an item you think is appropriate for this department, it's helpful to include a high-resolution photo. Global Monitor is staff-written, based on a combination of staff research and press releases/pitches.

Focus on O&M

Content for this department is often contributed by bylined authors but is edited by staff. The department focuses on a variety of topics related to operations and maintenance that may be widely applicable or specific to a particular type of generating plant. The emphasis should be on best practices or proven new practices. If your submission profiles a piece of equipment, be sure it doesn't read like a marketing pitch. Real-world experience with the equipment and comments from actual users will make a much better impression with the editors and our audience.

Legal & Regulatory

This department is written by a mix of staff and regular contributors and is currently not accepting pitches.

New Products

We consider inclusion if your product truly is new within a month or so of your sending a press release and high-res photo. Please use New Product in your subject line if possible. This department is assembled right before going to press, so we cannot let you know in advance if your item is included or not. However, you can always check the online archives: <http://www.powermag.com/publications/>

Commentary

This guest editorial page is open to leaders from around the world, from a wide variety of organizations that have some intersection with the power generation industry, and who have a range of informed views. Typically, these columns are invited, but if you or your organization or company would like to be considered, please email editor@powermag.com.

Feature Stories

Most potential contributors are hoping for a bylined feature story when they pitch to POWER. If what you submit is well-written and needs minimal staff editorial time, you will typically get the byline. If, however, what you submit is interesting or valuable but requires substantial staff time for revisions, rewriting, and general back and forth, the staff editor will typically get the byline while you and/or your company will be mentioned in the story. The editor handling your story will usually let you know shortly after starting work on your submission if it is looking like a non-bylined piece.

Length of feature stories varies from 1,500 words plus one or two pieces of art to 5,000 words and more art. The editor will give you a word-count range after assessing the story pitch's potential.

For feature stories written by outside contributors, we are most interested in content of a technical nature—case studies, technical analyses of new or best practices, substantive content that will help power generators do their jobs more efficiently, more effectively, more economically, more safely. We rarely publish “thought leadership” pieces (see the POWERblog section for one option, or contact our sales team—mattg@powermag.com—about a white paper or Decision Brief), and when we do, they are typically invited by the editor.

If a feature story your goal, here are some things to include in your email pitch:

- Confirmation that this pitch is only being made to POWER (within the energy industry) and that the proposed article has not been published elsewhere (with limited exceptions).
- A concise couple-sentence summary of the topic, focus, pertinence, and importance of the story. Be sure to review what we may have published on the same or a similar topic in the past two to three years. Then explain how what you are proposing is a valuable update or important alternative to what has been previously discussed.
- Why you or your company is qualified to write the story.
- Assurance that the proposed article will not read like an advertorial. Our audience will consider your story more credible if you include both pros and cons, so be prepared to discuss benefits and limitations of an economic or operational nature. Also comment on the type of plants/situations that are

best and least suited to using the technology or practice you are writing about.

- Confirmation that you can include quantitative details. Case studies with before and after data are one way to provide this, but there are other approaches.
- Information about what companies, plants, and/or users you will be able to reference and quote in your article.
- Confirmation that you will be able to provide appropriate art for the story (see the section below on Submitting Art).
- An indication of when you could realistically commit to delivering the final, internally approved package of copy and art.

Note that the vast majority of our stories focus on operating plants and commercialized technologies. We are less interested in feature-length discussions about potential technologies unless, like small modular reactors, they are the object of substantial policy, financial, and industry support.

Some feature stories are designated cover stories. Typically, the cover story is one that addresses the main focus of an issue as outlined in our media kit. Cover stories are often determined during production of an issue, once all material is in, so we do not promise any outside contributor that theirs will be the cover story.

Submitting Art

Images published on the web are rarely adequate for print reproduction. If you're not sure your image is appropriate, we can usually give it a quick look and let you know if you need to source an alternative.

In general, photos should be 300 pixels/inch resolution and at least 3 inches wide (for a one-column placement). Charts, tables, graphs, etc. should be clearly understandable and include axis labels. We prefer these in Excel, if possible.

Do not embed artwork in your Word file. We need separate files (jpg or .xlsx) for each image. It is helpful, however, to place a parenthetical callout in the text to indicate where you think each art file would work best. Also include in your text file a suggested title and caption for each piece of art. We also need to know the source for each image.

If anyone other than the author or the author's company is the source of a photo or other jpg, you are responsible for obtaining and forwarding to us written permission to use that image both in print and digitally.

Magazine Cover

As with the cover story (see above), selection of the image for each issue's cover often depends upon the quality and appropriateness of what we have for a given issue. If you have a commitment from the editor for the inclusion of a feature story,

you may be asked to send images for cover consideration. To improve the odds of selection, here's what we need:

- A high-res jpg (300 pixels per inch and at least 8 inches wide at 100%).
- A vertical orientation (take a look at any print cover and try to imagine what it would look like with our logo, mailing label, and type on it).

The Print Story Editing and Production Process...

There's a fair bit of variability in this process, depending upon the length and quality of what you submit. Everything, including Commentaries, is edited for house style and, often, length. Other than guest commentaries, we also may edit for focus, organization, clarity, too-obvious marketing pitches (we and our readers dislike them), plus house style. If we make more than cosmetic style/grammatical edits, we will send the edited file back to you for a quick-turn fact check. This is not an opportunity to rewrite or revise or quibble with our house style (which, for example, never uses ® symbols).

Basically, our aim is to make both POWER and our contributors look good.

IMPORTANT NOTES ABOUT TIMING

- When you and an editor agree upon a potential story, the editor may indicate that the piece will be tentatively scheduled for a particular issue. Note that this is not a guarantee. We sometimes have to hold a story at the last minute for any number of reasons.
- Print publication deadlines wait for nobody, and the process is more time-consuming and complex than many realize. If you and an editor agreed on a due date for your submission but you miss that deadline, we may not be able to publish in the originally planned issue, and given other commitments, there is no assurance that it will appear in the next issue.
- If what you are pitching is not time-sensitive and has not been solicited for a specific topical issue, we may designate it an "evergreen," meaning that we will publish it as soon as we have room in an issue. The editor will consult with contributors before holding a piece for this purpose.

For News Stories

We publish timely news stories online throughout the week and in our weekly POWERnews eletter. You'll find those stories at the top of our website in the What's New slider and under the POWERnews tab. POWERnews stories are all staff-written and are often based on multiple sources, including press releases. If you have a story that is of general interest to the generation sector and want to make the editors' lives easier, feel free to include a horizontal image (photos work best) with your press release that could potentially be used on the web. (However, an image will not increase the odds of our running a story.)

For an Eletter Story

The POWER brand includes monthly eletters with a coal and a gas focus. Some content for those eletters comes from our print and other digital products and some is written and edited specifically for COAL POWER Direct or GAS POWER Direct. Typically, new material appearing in these eletters is of a more focused or technical nature, making it better suited for a targeted audience than for our broader print audience. However, if you pitch any given story, the editorial team will let you know where it is likely to work best and will confirm that with you before editorial and production work begins.

For Web-Only Publication, Including POWERblog

Some of our content appears only on our website, www.powermag.com. Sometimes this is supplemental material for a story that appeared in print. Sometimes it's timely material that we don't have room for in the print magazine. Much of our web-only content is produced in conjunction with a print story or is written by staff. The exception is our blog: <http://www.powermag.com/blog/>

Although we have staff and contributing editors who regularly post blog items, we are open to contributions from other members of the generation industry. Blogging is something of an art, so we recommend that you study good blog posts elsewhere, practice, and/or have a communications professional assist you. Even if you may have contributed to POWER in the past, individual posts may be accepted or passed on at the discretion of POWER's editorial staff.

Please note that blog posts, once accepted, are *not* edited by staff, so write, edit, and proofread carefully. If you have been pre-approved as a blog contributor, a staff editor will review the piece to ensure that it is appropriate before posting but will not edit or format your post, so please submit it as a cleanly formatted (but lightly formatted—just body copy, bold, italic, and no special styles) Word document. For best results, once it is live, we encourage you to promote your post via social media, your website, and other outlets.

Entire books have been written on what makes a good blog post, but here are some general guidelines for the POWERblog:

- Make it timely and relevant to our audience (roughly half plant staff and half management, supplier community, financial and regulatory folks, government and agency staff, consultants, other).
- Have a “voice” (a personality), but keep your attitude professional and polite (this is not the place for name-calling or advancing purely partisan arguments).
- Don't plagiarize. If you didn't write it, quote it in direct quotes or paraphrase and cite your source.
- Don't treat your post as a marketing pitch. It won't be accepted.
- Keep it readable: shorter rather than longer paragraphs, and no more than 750 words.

- You may include art, but be sure it is appropriate for the web (correct size and resolution), and confirm that you have permission to use it. If you did not create it, or if it did not come from a source generally recognized as in the public domain (like a chart created by a government agency), don't include it.
- Show your expertise in your analysis of the issue. Only submit a post if you can answer yes to this question: Would I be interested in this post if it were written by someone else I hadn't heard of?
- Write an informative, accurate headline with "keywords" that clearly identify your topic.
- Include a one-line bio at the end with your name as you want it to appear online, your title, company, and a phrase describing what you do.