

# WESTERN ENERGY® MAGAZINE

## 2018 WRITER'S GUIDE

### WHO

Questions regarding article submissions, editorial timelines, target audience and content ideas:

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Advertising questions:

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### WHAT

*Western Energy* is a quarterly publication provided by Western Energy Institute (WEI), a utility and service company association serving publicly and privately held utilities. We seek articles that engage all members by addressing new technologies, universal operating and business challenges, case studies, industry trends, notable infrastructure updates, etc.

In each issue we aim to provide a balance for our diverse members with topics relevant to 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 is dependant on the involvement and knowledge of our members who drive the content perspectives and provoke discussion about how to collectively thrive among the energy industry's unique opportunities and challenges.

### WHEN

**SPRING 2018: OPERATIONAL EXCELLENCE**  
Editorial Date: November 20  
Publication Date: March

**SUMMER 2018: CUSTOMER CONNECTIONS**  
Editorial Date: March 5  
Publication Date: June

**FALL 2018\***  
Editorial Date: June 4  
Publication Date: September

**WINTER 2018/2019\***  
Editorial Date: September 4  
Publication Date: December

\* Articles in this issue do not adhere to a specific theme.

### TOPIC GUIDELINES

*Western Energy (WE)* magazine seeks original content articles with perspectives pertinent to utility executives and managers facing professional challenges that span the utility business from front line operations to back office functions. WEI's diverse membership includes over 80 energy companies and 220 industry service providers interested in content addressing the following topics:

Customer + Utility Communications	Gas Distribution + Transmission
Economic Forecasting	Human Resources + Training
Electric Distribution + Transmission	Industry Services + Products
Energy Efficiency + Sustainability Practices	Gas + Electric Operations
Engineering + Construction	Legislative + Regulatory
Executive Management + Leadership	Safety + Security
Finance + Legal	Industry Trends + Hot Topics
Information Systems, Cybersecurity + Technology Management	Authors should be aware of WEI programs featuring various topics.

### GETTING STARTED

We accept substantive and commercial-free content in the form of full-length features, guest columns, hot topics, Q&A interviews, case studies, etc. from WEI Members. Information promoting specific products or services will not be considered. Articles from service companies must incorporate specific projects or studies done with a utility. Please let us know if a proposed article has been submitted elsewhere or whether it has been previously published.

- Full-length features are approximately 2,000 words. Special consideration is extended based on subject matter and content accompanied by outstanding graphics and/or photos.
- Guest columns are approximately 1,000 words and may include more opinion-based subject matter taking into consideration WEI's entire membership base and the diversity of perspectives within.

### PHOTOS, GRAPHICS + LAYOUT

Authors are encouraged to submit photos or other graphics for use in the final layout. Images must be a minimum of 300 dpi (high-resolution JPG or PDF) and should include a caption with persons featured, location, date, photo credits and a short description of visual content. Please include information on where images should appear within the flow of the text.

Apogee Media Group provides all graphic design and layout services. They may create original graphics to enhance the message, and/or use author's submitted photos/graphics.

### ARTICLE SUBMISSION + ACCEPTANCE

Manuscripts are accepted in MS Word (.docx and .doc). Please include a brief bio (about 30 to 40 words) at the end of the article. High-resolution headshots for each article contributor should be sent separately as JPG files.

WE editorial staff will review content for relevancy, clarity of presentation, style of writing and usefulness to readers. If the article is accepted, it will be tentatively assigned for publication in a specific issue, but schedule changes may occur.

WE editorial staff may make edits to all articles, including formatting changes inherent to publication requirements; however, if an article requires substantive changes, they will need to be made by the author(s). If the article is published, appropriate language and style changes may be made to the article prior to publication without prior approval from the author(s).

### STYLES

Writing tone and presentation should be concise with a preference for conversational style. WE follows the AP Stylebook.

On the first instance an abbreviation is used it should be written out in full and followed by the abbreviation.

References should be worked into the body of the article. If an additional reference is required, endnotes are the preferred method.