WE

WESTERNENERGY®

WHO
Send questions regarding article submissions, timelines, target audience and content ideas to:

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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 **–** and is distributed to more than 14,000 energy professionals across North America. Published in print and digital formats, the magazine seeks articles that engage all WEI Members by addressing industry trends, emerging issues and newfound solutions.

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 focus on generation, transmission and distribution.

WHEN
Spring 2023
Editorial Date: February 3, 2023
Publication Date: March 2023

Summer 2023
Editorial Date: May 5, 2023
Publication Date: June 2023

Fall 2023
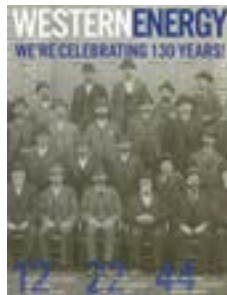Editorial Date: July 21, 2023
Publication Date: September 2022

Winter 2023
Editorial Date: November 3, 2022
Publication Date: December 2023

WHERE
To view issues of WE, visit:
westernenergy.org/we

WesternEnergy
INSTITUTE

HOW TO SUBMIT AN ARTICLE: TOPIC GUIDELINES
Western Energy (WE) magazine seeks original articles with content and perspectives pertinent to utility executives and managers facing professional challenges spanning the utility business – from front line operations to back office functions. WEI's diverse membership includes over 80 energy companies and over 230 industry service providers across North America who are interested in content addressing the following topics:

- Customer + Utility Communications
- Economic Forecasting, Finance + Legal
- Electric/Gas Distribution + Transmission
- Energy Efficiency + Sustainability Practices
- Engineering + Construction
- Executive Management + Leadership
- Human Resources + Workforce Training
- Safety + Security
- IT, Cybersecurity + Technology
- Industry Services + Products
- Electric/Gas Operations
- Legislative + Regulatory
- Industry Trends + Hot Topics
- Whitepapers + Benchmark Studies

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. Nonmember submissions may be considered but on a case-by-case basis. Information promoting specific products or services will not be reviewed. 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 (JPG, PDF or EPS) at a minimum dimension of 10 inches, and should include a caption with persons featured, location, date, photo credit and a short description of visual content.

We may create original graphics to enhance the message and/or use authors' submitted photos/graphics.

ARTICLE SUBMISSION + ACCEPTANCE
Manuscripts are accepted in MS Word (.docx and .doc). Please include a brief author bio (about 30 to 40 words) at the end of the article. Also, for each article contributor, please send as a separate JPG file, a high-resolution, color headshot with a professional appearance.

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).

EDITORIAL STYLE
Writing tone and presentation should be concise with a preference for a conversational style. WE follows an adapted version of the AP Stylebook and authors are asked to incorporate this style into their writing. 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.