

Texas Town & City Writing Guidelines

Texas Town & City, the magazine of the Texas Municipal League (TML), is published monthly except October. It features information, trends, and resources for city officials throughout Texas, and is mailed to nearly 10,000 city officials and available at www.tml.org for member cities.

Do you want to write an article?

We're interested in feature articles written by city or state officials on issues and programs that directly affect Texas cities.

We clearly distinguish between advertising and editorial. If our readers believe an article was written to promote a product, service, or organization, they will discount the author's content which reflects poorly on *Texas Town & City*. Articles with promotional slants will not be considered for publication.

But don't get us wrong - we love advertisers! If you want our towns and cities to know about your product, service, or organization, contact Gray Bulman at gray@tml.org.

Before you start writing

Send a brief story overview to our editor (Chris Corrigan) at chris@tml.org. Explain what your story is about, and how it is relevant to our city officials. Chris will let you know if the content fits, and share a few tips to help you write a great story.

We seek articles that:

- Are authored by city or state officials in Texas
- Showcase successes or solutions to a city issue
- Share timely news on issues or programs that directly affect Texas cities
- Use practical examples and provide helpful tips for city officials

Follow our writing guidelines

- Keep the article length between 600 – 1,300 words
- Share facts with no editorial bias or promotional slant
- Get needed approvals before submitting the article
- Check for accuracy, and secure permission to republish tables or graphs
- Double-check names and spellings, confirm website URLs for accuracy, provide current job titles, and name your source for research or surveys cited
- Include an article title, followed by the author's name(s), title(s), and organization for a byline

A final word

Articles are used at the discretion of TML editorial staff. TML will edit your article for grammar, content, length, and style.

A picture is worth 10,000 words

- Digital photos must be 300 ppi (pixels per inch) resolution, saved as a TIFF file or a high resolution JPEG
- Images taken from the Web (72 ppi) cannot be published
- Provide information for each photo - identify who, what, and where
- If required by the photographer, please include photo credit information
- TML must receive a completed photo release form to publish accompanying photos. Access the form at <https://www.tml.org/DocumentCenter/View/1112/TML-TTC-Photo-Release?bidId=>