

***Texas Town & City* Writer's 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 distributed to more than 10,500 officials in TML member cities.

Do you want to write an article?

We're interested in feature articles written by city officials or state or federal government officials on issues and programs directly affecting 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 any promotional slant 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 or 512-231-7406.

Before you start writing

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

We like articles that:

- Are written by city or state/federal officials
- Showcase city successes
- Share timely news on issues that affect Texas cities
- Provide insight on state or federal programs that are important to Texas cities
- Use practical examples and include helpful tips for city officials

Follow our writer's guidelines

- Keep the article length between 600 - 1200 words
- Give us the facts with no editorial bias or promotional slant
- Get all needed approvals before submitting the article
- Check for accuracy, and secure permission to reprint tables or graphs
- Double-check names and spellings, confirm telephone numbers and website addresses for accuracy, provide current job titles, and name your source for any research or surveys cited
- Provide the author's name(s), title(s), and company for a byline

A final word

Articles are used at the discretion of TML editorial staff. Please expect that we will edit your article for grammar, content, length, and/or style.

Don't forget: 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 used
- Provide information and a caption for each photo - identify who, what, where, and when
- If required by the photographer, please include photo credit information
- Send your completed photo permission form to jen@tml.org
 - Photo release form: <http://www.tml.org/p/TML-TTC-Photo-Release.pdf>