



Writer Guidelines – as of: 11/01/2010

Southern Idaho Living is a monthly ONLINE magazine serving Idaho's south central region. *SIL* is a magazine about southern Idaho for residents and visitors. Our focus is on the local people, events, places, trends and lifestyle.

The following are guidelines for potential writers for *Southern Idaho Living*.

Story Guidelines

SIL reserves the right to publish or to not publish material based on its guidelines and editorial judgment. Before writing a story, contact us to see if we're interested in your idea. Queries should be e-mailed to Jason Lugo, editor@southernidaholiving.com. Make your story query specific. A topic isn't enough; give us a lot of detail. Don't pitch stories just because you want to see it covered; pitch the stories that most southern Idaho residents would enjoy reading about. Please include ideas for photos, sidebars, graphics, maps, diagrams, etc. to go along with your story.

For first-time *SIL* freelancers, please include 3-5 examples of your work with your query.

SIL is interested in a wide range of topics and ideas. Whatever your story, it should always be relevant to southern Idaho. We strive to have our stories be vivid, focused and unique. Who, What, Where, Why and How are an important aspect of any story, but an article in *SIL* should be more than "just the facts." The writing should be compelling with creative techniques. We want our writing to engage the reader. The human element figures strongly into all of our content. Don't just tell a story, show readers through anecdotes, quotes and vividly concise detail. Generally, first-person accounts will not be considered. If you want to tell everyone about your trip down the Snake River using the "I did this..." point of view, write an autobiography.

Keep in mind we work several issues in advance, so submit your seasonal story ideas well ahead.

We will regularly develop story ideas and assign them to freelancers. To be considered as a regular contributor, send clips (examples), a brief personal history that includes a list of your specialties (not necessarily a resume) and queries of stories you would like to get started on, as outlined above. *Southern Idaho Living* needs originality, so don't propose anything that you saw in other local media unless you offer a fresh and creative perspective. Because we work several issues in advance, we don't do much with breaking news. We focus only on positive, feel-good stories, so if you want to write about a fatal car crash, contact your local newspaper and write for them.

Features and Departments

Southern Idaho Living demands a standard of quality in its content. We take our publication seriously, but we believe in having fun along the way. Our writers and freelancers should reflect this vision.

SIL is made up of feature stories and several departments.

Features – We seek in-depth feature stories that are rich with character and creativity. These articles are normally 800 to 1,200 words. We pay for quality, not quantity, so keep your prose tight. However, while we expect nothing less than a beautifully crafted and polished manuscript, we won't kick you in the chin if you turn in something with a few errors. That's what we have editors for. But if an editor finds 10 or more goof-ups, expect an irritated phone call.

In Business – This department covers new, innovative or otherwise interesting businesses. It could also touch on issues that affect the businesses of southern Idaho. Around 300-500 words.

Getting Out – Places to go, events to participate in. If you can't envision the readers going out and doing it, don't write about it. Social events, clubs, restaurants, horseback riding trails, outdoor adventures and anything to encourage people to Get Out and enjoy this diverse area. 300-500 words.

At Home – This can be cooking, gardening, crafts, home improvement ideas, etc. Anything to help make your home rise up to greet you, as Oprah says. It can be a how-to, or a brief feature on a beautiful home or garden in southern Idaho. 300-500 words.

Our People – Interesting people doing amazing things. This is our only section that may be written in a Q&A format. 400-500 words.

Fish & Game – Southern Idaho is a sportsman's playground. There are endless stories to be told. Showcasing a local guide or documenting a record hunt. A quality "How To" guide on fishing a local stream or lake. If it entertains or is helpful to our hunting and fishing community then we are interested. 300-600 words.

Your Health – Focused on healthy living. 300-500 words.

The Arts – Celebrating the arts, from art shows to symphonies and live music and play productions. Plus, highlighting the works and styles of our local artists.

Miscellaneous – If your great idea doesn't fit into one of the established departments, send the query anyway. As the magazine grows and expands, we will be opening more departments and features.

Payment

Now to the good part (this is why you're here, isn't it?). Rates depend on story quality and length (feature length vs. department). Payment will be negotiated with the editor prior to assigning a story; however, *SIL* reserves the right to draw a contract specifying what is expected in return for said payment. *SIL* does not pay for expenses, but we do take into consideration certain demands of a story when negotiating payment. Terms of the agreement for stories are confirmed with a standard editorial contract.

Photography

We appreciate great photography by our local photographers. Just as with our writing, we set a high standard for photo quality in *Southern Idaho Living*. Before submitting a photograph, please e-mail *SIL*'s creative director Jason Lugo, jason@southernidaholiving.com.

Policies and Procedures

Southern Idaho Living holds high standards of truth and accuracy. All stories are unique and sound editorial judgment will be used on each submission. *SIL* will not publish statements that haven't been documented to its satisfaction. *SIL* does not typically publish controversial material. *SIL* reserves the right to check facts and may require its writers to provide appropriate documentation of their reporting, such as tapes of interviews, transcripts, notes, contact information of sources, copies of magazine or newspaper articles used as secondary information, and any other supporting material.