

School Planning & Management is written and edited to meet the business and information needs of the district-level buying team.

READERSHIP

- The Executive Level: Superintendents and Presidents of School Boards.
- The Purchasing Level: Chief Business Officials and Purchasing Officials.
- The Specifier Level: Maintenance, Buildings and Grounds, Physical Plant, Safety and Security Directors plus Facility Planners, Technology and Energy Manager.
- Architects, Engineers, Construction Managers, Interior Designers and Consultants.
- State Departments of Education.

Feature articles provide specific solutions to management and operational challenges in facilities, security, technology, purchasing and other school-level issues. We do not cover curriculum.

EDITORIAL APPROACH

SP&M is a solution-oriented magazine, edited to provide timely, useful information in an easily accessible, graphically exciting format. Our preferred format is case histories that focus on a single school or district. Tell us what specific problems or challenges the school was trying to address, give detail about how the problem was solved and explain the ramifications. Make sure to ask sources if they made mistakes or gained insights their peers could learn from. We prefer stories with lots of quotes from school and district personnel, as well as first person stories.

We occasionally run overview articles, provided they are narrowly focused and explore a single problem. For instance, a piece might look at three districts' approaches to improving security. "Number" articles (Six Steps to Stronger Roofs) are another common format.

Back-of-the-book application stories focus on how a school or district used a single manufacturer's products or services to solve a narrowly focused problem. These articles run one page or less, are product-oriented, but must provide solid information – not just PR fluff. Quotes from local dealers, contractors, architects, installers, etc., are acceptable in these stories, but we want to hear from end-users too.

LENGTH AND STYLE

Most *SP&M* stories run two to four pages published (1,000 to 1,500 words). Sidebars, pull quotes and charts/graphs/tables are encouraged. Copy must be easy to read without talking down to readers. Use active voice and avoid long, convoluted sentences. Skip the jargon; if you must use an arcane term make sure to explain it. Subheads and bulleted lists are encouraged to break text into easily readable chunks.

ARTWORK

Availability of usable artwork can be a major factor in our decision to publish articles. We prefer digital images or color photos. We prefer to work with JPEG and Tiff formats — minimum of 300 dpi at 4 inches by 6 inches. We can also use line art, charts, blueprints, illustrations, etc., and prefer these to be EPS or Tiffs. If the article discusses printed materials used by the school or district (brochures, cards, etc.) send actual samples. Materials should be appropriately packed to avoid damage. Large pieces may be rolled or folded. Make sure to let us know if you want your artwork returned. We also accept digital artwork electronically or on CDs.

SUBMISSIONS

For information regarding submission of articles you may contact **Jerry Enderle, editor-in-chief** by phone at **937/293-1415 x1110** or by email at JEnderle@PeterLi.com. We encourage you to call first for all submissions. Submissions targeted to specific items on our editorial calendar must be sent to us six months in advance. Articles should be emailed to the address listed above or submitted as hard copy plus CD.