

WRITER'S GUIDELINES

School Planning & Management Magazine

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 Transportation Directors.
- Architects, Engineers, Construction Managers and Consultants
- State Departments of Education

Feature articles provide specific solutions to management and operational challenges in construction, facilities, 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 color photos, slides, transparencies or glossy prints. We can also use glossy black & white photos, as well as line art, charts, blueprints, illustrations, etc. 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 on Zip Disks, Photo CDs and SyQuest cartridges. We prefer to work with EPS and Tiff formats — minimum of 300 dpi.

SUBMISSIONS

For information regarding submission of articles you may contact **Deb Moore, Editor-in-Chief** by phone at **602.867.2085** or by email at DMoore@PeterLi.com, or **Jerry Enderle, Editor** by phone at **937.293.1415** or by email at JEnderle@PeterLi.com. We encourage you to call first for all submissions except back-of-the-book application stories. Submissions targeted to specific items on our editorial calendar must be sent to us six months in advance. Articles should be submitted as hard copy plus diskette; or e-mailed to the address listed above.

PAYMENTS AND RIGHTS

We have a schedule of fees and pay on publication, unless we intend to hold an article for many months. We typically buy text and artwork as a package. We purchase first North American serial rights and nonexclusive reprint rights, plus nonexclusive electronic rights. Make sure to tell us if the article you are submitting, or any part of the article, has been published elsewhere or is under consideration by other publications.