



Writer Guidelines

Texas Co-op Power is the most widely circulated and read magazine in the state and has been in print since 1944.

Each issue celebrates small-town Texas living, revealing the spirit of our state's people and the flavor of its places and past in a friendly, conversational tone. All feature stories and departments serve to enlighten, entertain and maybe even inspire with far-ranging general interest topics. The magazine serves as the central spoke in a communications platform that 64 electric distribution cooperatives use and customize to reach their members with local news and information, energy efficiency tips, and safety recommendations.

TCP is one of 32 statewide magazines that reach 12 million electric cooperative members in 42 states. TCP is produced, designed, edited and managed by the communications team at Texas Electric Cooperatives, the statewide association that represents the interests of electric distribution and generation co-ops across the state.

RECENT TCP READER FAVORITES

Dreaming Big by Laura Jenkins, January 2024

'I Love All the Love Here' by Julia Robinson, July 2023

Watch Grandma Cook by Mark Wangrin, November 2022

OUR READERS

Monthly circulation is just under 1.9 million. Magazines are mailed to members of 64 distribution co-ops in Texas as well as Bryan Texas Utilities; additional copies are mailed to individual paid subscribers. Much of the readership lives in exurban areas all over Texas—from the Panhandle to Central, East, South and West Texas.

FEATURES AND DEPARTMENTS

Texas Co-op Power has a limited number of features and limited word counts due to space considerations. The magazine typically includes two features per month, with word counts topping out at about 1,400 words. The feature well includes a diversity of topics, Texas geography and people from issue to issue, with considerations for seasonality. Our departments include:

Texas USA: A space for shorter features that isn't included in every localized version of the magazine. These typically run 700–775 words.

History: 400–550 words.

Observations: First-person essays run 400–450 words.





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FEES

We typically pay about \$1/word for all features and departments (first-time North American rights), with amounts outlined and agreed to beforehand by assigning editor and writer. Second-use rights pay one-half the usual fee. Fees are paid upon acceptance via invoice.

If a story must be killed—either due to extenuating external circumstances or quality issues with the story that cannot be rectified—then a kill fee of one-third the original fee will be paid. All travel expenses are the responsibility of the writer unless prior arrangements have been made with the assigning editor.

WEBSITE

Texas Co-op Power reserves the right to reproduce articles on its website (texascooppower.com) and promote such materials on its social media channels and in promotional materials.

FORMAT AND STYLE

All submissions should be sent as an attachment via email. Microsoft Word documents are preferred. Please document all sources and source materials, and include phone numbers and email addresses for all live sources. Supplementary and reference photos are always welcome. *Texas Co-op Power* uses AP Style (supplemented by an in-house style guide).

When possible, we seek to include co-op connections in all our stories—for sources, businesses or operations that are members of distribution co-ops in Texas.

QUERY LETTERS AND PITCHES

Pitches are always welcome, and writing samples are appreciated. Submissions can be emailed to editor@texascooppower.com. Please allow up to four weeks for a response.

These writers' guidelines are not an employment contract. In performing contract writing, editing, production or other work for Texas Electric Cooperatives, you are acting solely as an independent contractor and not as an employee or agent of TEC, Texas Co-op Power or any other entity.

