

Quality Whitetails 2007 Writer's Kit

Quality Whitetails, the journal of the Quality Deer Management Association (QDMA), is on the lookout for freelance stories and new writers. We'd like to invite you to submit story ideas for consideration. Here is some information about our journal that should help.

Theme: Craft your query list of story ideas to fit our magazine's mission and you will improve your chances of landing an assignment with *Quality Whitetails*. Our mission is to educate hunters on quality deer management (QDM). This includes timely, practical and useful information on food plots, habitat management, deer research, deer management, and deer hunting *related to QDM*. We strive to offer advanced information for experienced deer managers as well as the basics for newer QDMA members. In addition to cutting-edge, practical information that hunters can use to improve their management program, we also want to enhance the community feel of QDMA with stories that reflect the efforts, struggles and successes of our readers. Below is a list of topics that our readers ask for more of, but we are not limited to these topics. Any topic relevant to QDM is fair game.

Query List: We prefer to work from a query list of stories that you have written or could write if assigned to do so. This is an informal list that can be sent via e-mail. It should contain stories listed by working title followed by a short paragraph describing a basic outline and theme, sources who will be used if any, available photography if any, and other pertinent



information. The more story ideas in your query list, the better your chance of getting published. It is also important that your topics be specific and clearly stated.

The more common reasons why articles are passed up for *Quality Whitetails* include:
-no clear relevance to QDM.
-too general (covering too many subjects superficially rather than one subject in depth).
-not clearly organized or communicated.
-topic already covered recently.

Voice and Style: The goal of *Quality Whitetails* is to impart knowledge that helps deer hunters implement QDM where they hunt, but we don't expect our readers to eat what we feed them just because it's good for them. Reach out to your readers with

an informal style. Use anecdotes, humor and other devices that develop a rapport between you and your readers. You are likely a deer hunter. Write in a deer hunter's voice.

In your effort to hook the reader, pay particular attention to your lead paragraph. Is it a dry, technical description of what the reader is about to be subjected to, or is it appealing and tantalizing? Of course, we don't want articles to seem redundant because all of our writers followed the descriptions above. Be inventive and creative. Be anything except dry, technical or boring.

Technical Requirements: Submit stories by e-mail or on a CD as Word documents, or the text can be pasted into the body of an e-mail. Photos should be submitted by mail as print or slide photos or as digital j-pegs. Digital images should be submitted by e-mail or CD at a minimum resolution of 300 dpi at normal size (Please contact us if you need guidance on resolution requirements; low-resolution images cannot be published). For graphs and charts, provide both a printed and digital copy if possible.

Please observe and meet the editorial deadlines in the chart on this page.

When submitting an article to *Quality Whitetails*, please include a short "About the Author" biography.

For more information:
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Our Readers Ask For More On...

- Habitat management
- Food plot techniques
- Profiles of crops, plants and trees
- The latest whitetail research
- Whitetail biology
- Timber management techniques
- Field-judging whitetails
- QDM on small acreage
- Profiles of successful QDM programs
- Hunting tactics relevant to QDM
- Data collection and analysis

2007 Editorial Deadlines

Issue Cover Date	Deadline
February 2007.....	Dec. 15, (06)
April 2007.....	Feb. 2
June 2007.....	April 6
August 2007.....	June 1
October 2007.....	Aug. 3
December 2007.....	Oct. 5

Article Fees*

Sub-feature **\$150**
1,200 to 1,400-plus words, possibly including images and/or graphics.

Feature **\$350**
2,200 to 2,500-plus words on an assigned topic with detailed and thorough coverage, including supporting images and graphics. Sidebars appreciated.

Extended Feature **\$450+**
Extensive detail on an assigned topic that clearly requires extra time spent on research and/or interviews, etc. Likely includes charts and graphs, sidebars, multiple sources. In-depth coverage of topic. Word count should be 2,500 to 3,000-plus words, but word count alone does not qualify a feature for higher fees. Please consult with the editor to determine whether a potential project will be likely to earn extended fees. Actual fee to be agreed upon on a case-by-case basis.

**If you wish to donate your freelance work to QDMA, your donation is tax-deductible, and we can provide you with a receipt for tax purposes at your request.*

Basic Style Guidelines

- In general, follow style guidelines in the Associated Press Stylebook.
- Do not use formal citations such as (Marchinton 1978) or terms like "et al" and "e.g."
- Avoid using parentheses to insert additional ideas into a sentence. Instead, write a better sentence.
- When quoting someone, do your utmost to get accurate quotations. Record the interview if necessary. Do not add to or alter a direct quotation without the consent of the speaker.
- Double-check spelling of names of people cited in your article.
- Double-check facts, statistics, phone numbers, web addresses, etc., before submitting your article.
- Avoid blatant plugs for specific products or services. Brand names are acceptable if there is an obvious reason for being specific about brands and if the article provides other brands or alternative sources that offer the same product or service.