

# OUTDOOR AMERICA



## SUBMISSION GUIDELINES

### ABOUT OUR MAGAZINE AND THE IZAAK WALTON LEAGUE OF AMERICA

Since 1923, *Outdoor America* has been the flagship publication of the Izaak Walton League, a conservation organization that works at the local, state, and national levels. The magazine is mailed quarterly to the League's 40,000 members. We also send copies to members of Congress and other national leaders who set conservation policy. Our mission is to provide readers with the information and inspiration to protect America's outdoors through grassroots action. The magazine is published in January, April, July, and October.

### MANUSCRIPTS

*Outdoor America* is primarily staff written, however, we publish a handful of freelance articles per issue. These include 2,000–3,000 word features, 1,500–2,000 word essays, and shorter column and news pieces. Although we welcome queries and submissions from new writers, we strongly recommend that you read a recent copy of our magazine to get a feel for our subject matter and style.

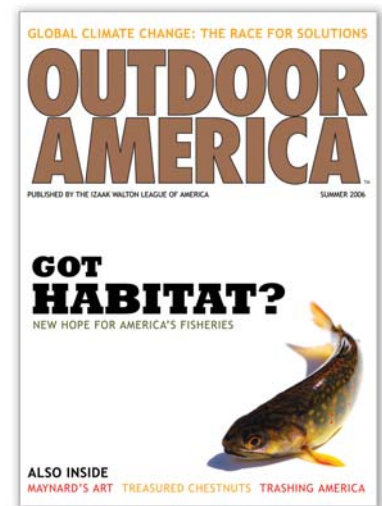
**What we want:** Every story must have a direct connection to the League's members, activities, or policies. We rarely make exceptions. All stories should have two goals: to inform and to inspire. We prefer writing that has a conversational tone, speaks directly and concisely, and provides a fresh perspective. We encourage journalists to employ scene, characterization, narrative, and other tools of literary nonfiction.

**What we don't want:** We do not publish fiction, poetry, or unsubstantiated opinion pieces.

**Audience:** League members are community-based conservationists with strong interests in fishing, camping, boating, hunting, and other traditional forms of outdoor recreation. Most live in towns and small cities in the Great Lakes, Midwest, and Mid-Atlantic regions. About 85 percent belong to local chapters.

**Tip:** Our biggest pet peeve is receiving queries from writers who have never read our magazine or researched the Izaak Walton League's work. Most queries are rejected because they simply fail to demonstrate a connection to the League.

**Queries:** Letter queries should be one page and must include a self-addressed, stamped envelope. E-mail queries should be brief and without large attachments. Do not fax or phone queries. We do our best to respond within 60 days. We assume no responsibility for lost or damaged manuscripts. Send materials to *Outdoor America* Editor, IWLA, 707 Conservation Lane, Gaithersburg MD 20878-2983; oa@iwla.org.



## PHOTOGRAPHY

The outdoor photography market is very saturated, and we usually find what we need from our regular pool of stock and assignment photographers. However, we do welcome new photographers into the mix. Please look at recent issues of our magazine to get a feel for our needs and style. If you think your work is right for us, send tearsheets or nonreturnable samples. We will contact you if we want to see more.

**Tip:** We look for creativity as much as quality.

**Subjects:** Our scope of coverage is broad, and it's best for photographers to check out our Web site for the latest issues we're working on. However, here are some subjects we regularly search for: stream restoration, litter, habitat loss, sprawl, human-wildlife conflicts, air pollution, wetland protection, agricultural conservation, clean and renewable energy, sustainable forestry, conservation on private lands, outdoor ethics, public land management, fisheries conservation, game species, and scenes of individuals and families enjoying the outdoors.

**Submitting material:** Do not send original material unless requested. Mail to *Outdoor America* Art Director, IWLA, 707 Conservation Lane, Gaithersburg, MD 20878-2983. Include SASE if you would like a response. We do our best to respond within 60 days.

## PAYMENT

**Articles:** We generally pay between \$1,000–\$1,500 for feature stories (2,000–3,000 words). The fee grants *Outdoor America* first North American serial rights, exclusive to us for 30 days following publication. If the writer wishes to sell subsequent rights, we ask that he or she credit *Outdoor America* as the first publisher. Kill fees are determined at the editor's discretion, and are generally one-third of the original rate.

### Photos:

Front cover: ..... \$500\*

Inside pages: ..... \$100–\$450\*

(\*Standard fees for stock photos. Assigned & exceptional work can receive more.)

**Note:** Front-cover fee grants IWLA the non-exclusive use of the photo in the *Outdoor America* cover format for publication on our Web site, media guide, and other promotional materials. Any other appearance of the photo in non-cover format would be considered an additional use and would be subject to an additional fee.

**Contracts and invoices:** When *Outdoor America* hires a writer or photographer, the magazine will send a contract outlining the terms of the assignment. To process payment, this contract must be signed and returned, and must be accompanied by an invoice noting the contractor's full name, mailing address, Social Security number, amount due, article or photo title, and publication date.

*Sample copies are available for \$2.50 each.*

*Please make check out to "Outdoor America, c/o Izaak Walton League."*

*Or you can purchase copies through our Web site, [www.iwla.org](http://www.iwla.org).*

### The Izaak Walton League of America

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