

Magazines

As you know there are many, many magazines and they are targeted toward special interest groups. Some magazine editors will be happy to print your water safety articles and PSA art fillers, while others will not.

Here's what you might do. First, ask yourself this question: "People on the lake read what type of magazines?" Probably 80 to 85 percent will read boating, hunting, fishing, or simply outdoor type magazines. Those may be your target magazines. Select as many magazines as you can find. Ask members of the Corps family at your lake to do the same. You will be surprised at the number of subscriptions to magazines you've never heard of, and most will be happy to bring in back issues so you can get the name, address and phone number. Also, keep your magazine antenna up at all times when you are at the dentist, doctor, or even in the home of an outdoor enthusiast. Believe it or not, grocery stores stock many outdoor magazines.

If you are really serious, go to the local library and check out their magazine rack. Furthermore, there is a thick magazine reference book at the library. It will assist you greatly. For example, probably the most popular is the yearly updated *Gale Directory of Publication and Broadcast Media..* It lists both newspapers and magazines. Magazines are divided into consumer, business, technical, trade and farm sections. In the trade, technical and class publications you will find many magazines you are looking for. You will probably be in a hurry, so simply flip to your state. Canada is also listed. It will give you some history of the state, population, forests, minerals, manufacturers, list of counties with population, newspapers, broken down into daily, bi-weekly, semi-weekly and weekly, then free and shopper. Periodicals are what you are searching for. Next, find the city

where your magazine is printed and there will be the address, phone number, numbers printed, when printed, and most of the editor's and sometimes the publisher's names.

One important fact to remember, you have no control over what the magazine prints. There is a risk factor. And, there is a possibility it will be derogatory toward your lake. However, if you read the magazine first you will see how many investigative or "poison pen" articles are printed. Normally, the type of publications you are targeting are not this type of publication.

Now you have a target magazine list to work from. Ask yourself, "What do I want from them?" Okay, let's make a list, then prioritize it. Do you want:

1. the magazine photojournalist to come out and write an overall story about your lake and add boating safety in the article?
2. the magazine's writer to visit your lake and write about the problems you are having with boating safety and what the Corps and others are doing to lower that rate?
3. the magazine's reporter to write about a special event, that includes water safety?
4. the magazine to print an article about the lake that YOU write?
5. the magazine to print your PSA water safety art slicks?

Numbers one through three will be the same approach. List your targeted magazines and start with number one; the one you really want something in. Then, simply get your talking facts together and telephone the editor. You want them to come to you. If the person says "no", no

problem, go to another magazine editor/publisher/writer.

Number four, where you write the article, is a little different. Make sure to check with your boss and the Public Affairs Office on this one. They may have some ideas for you. Maybe the PAO has a writer/photographer available to put your package together. Usually, the PAO is staffed with only a few writers so you may want to check with them and get on their schedule. See if the publication prints both color and black and white photos. Also, do they print mostly horizontal or vertical photos or a mixture? Good photos will "sell" the article, many times.

Number five is different still. There are a couple of approaches to filler publication. Get your magazine list and start calling. If they say "yes," mail them a cover letter with PSA artwork...then wait for them to appear in print. The next method is to call and visit. However, while the face-to-

face process is the best it will cost you time and travel money.

Once you've been successful, help out the other lakes with your contact.

Also, once printed, try to obtain extra copies. Usually, the magazine will have additional copies and will be happy to give them to you. Send one to the District Office. They may be able to expound on your idea. Remember to send a short thank you note to the magazine and keep a copy of the article on file with the name, address and phone numbers. They will hear from you again, correct?

Now, when the boss catches you reading magazines in the office, you will be able to truthfully say, "I'm working on a water safety article about the lake."

Have a happy magazine hunt.