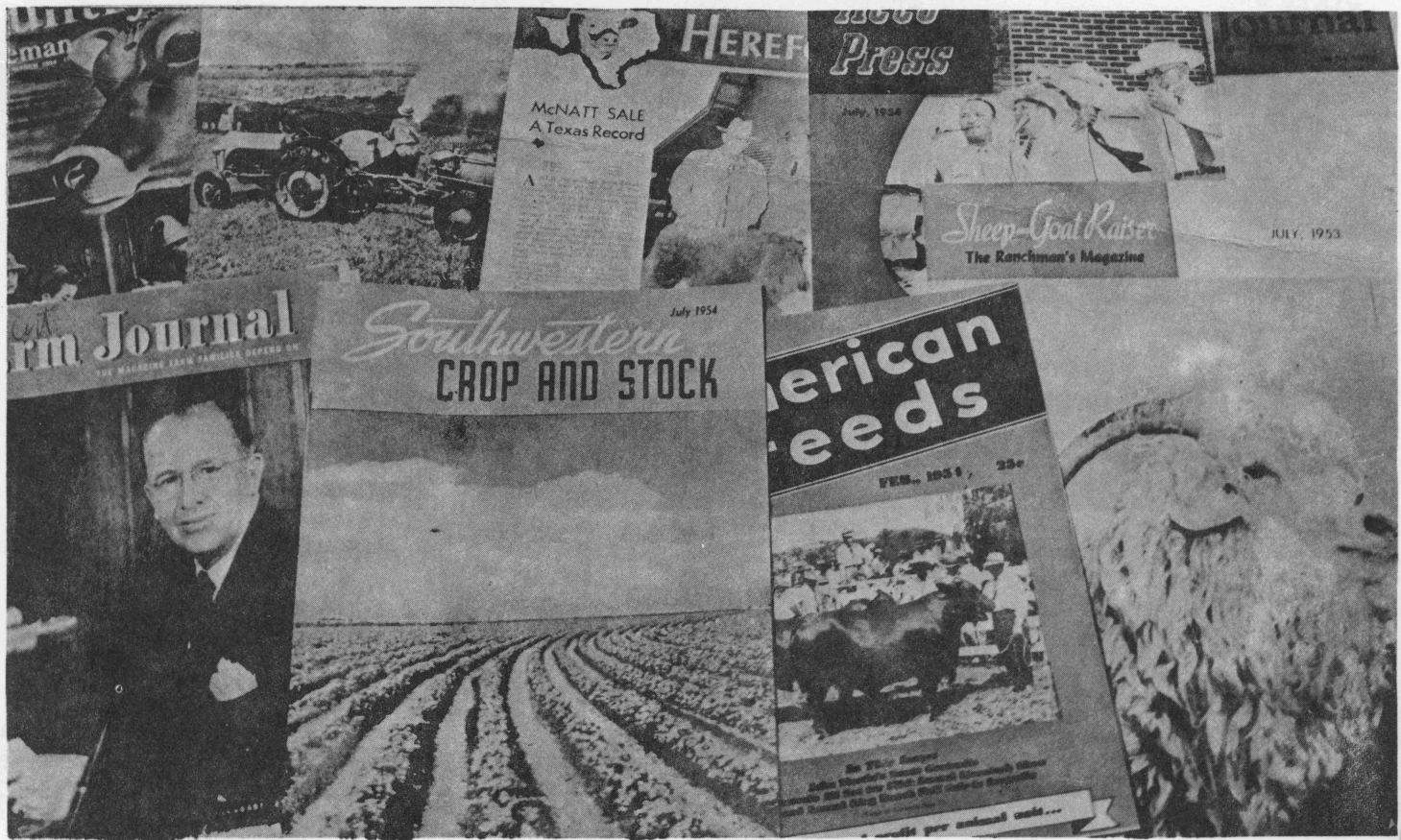




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# Writing for the Farm Magazines



TEXAS AGRICULTURAL EXTENSION SERVICE  
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# Writing for the Farm Magazines

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**F**arm magazines offer agents an opportunity to tell the extension story to a farm audience ranging anywhere from a few thousand to a million and more readers. Here are a few essential steps in getting your story published:

1. If you believe you have a good story, decide which magazine would be most likely to use it; then write the editor a brief summary and invite him to visit your county and get the story.

2. If you prefer to write the story, make notes of all of the material to be used.

3. Take several pictures to illustrate the story. These should be enlarged to 5 x 7, preferably to 8 x 10 inches. It takes a good negative to get a sharp 8 x 10 -- that's why editors prefer them. Discard all pictures except those that are clear and sharp.

4. Decide the magazine for which the story would be best suited from the list appearing in this leaflet.

5. Write your story in as few words as possible and stop when you come to the end. Different stories require different lengths in the telling. Your story may be 300 words, or it may take 1,500 words. Cut out everything that does not point to the one central idea of your story.

6. Allow plenty of room at the top of the first page by beginning your copy half-way down. This will give the editor space for his instructions. Also allow ample margins on other pages. Use a good bond paper and write on one side only. Don't fold or roll pictures and do not attach paper clips. Be sure to enclose return postage when mailing your article even if the article is written on assignment.

Pictures are becoming increasingly more important to articles. Few articles have a chance without them.

Frequently, a newspaper article can be rewritten for a magazine article and, with good pictures, an editor is likely to give favorable consideration to it. If the article is returned, try another magazine. *Never* send the same story to more than one magazine at the same time.

The Agricultural Information office will be glad to assist you with your magazine articles and will suggest magazines that probably would be interested in using the story.



*Acco Press*, Box 2538, Houston, Texas. Mostly staff written but likes to have leads on good local stories concerning any phase of cotton growing.

*American Breeds*, 329 Texas Theatre Bldg., San Antonio, Texas. Articles of interest to breeders of Brahman crosses and allied ranching interests.

*The Cattleman*, 410 East Weatherford, Fort Worth, Texas. Material of interest to all livestock producers. Mostly staff written.

*Cotton Gin and Oil Mill Press*, 3116 Commerce, Dallas, Texas. Requires material of interest to cotton ginners, but may use short features bearing on developments that will affect the cotton growing outlook.

*Country Gentleman*, Louis Reid, Box 2012, Fort Worth, Texas. Uses new developments of wide acceptance and short items about ideas that can be used on most farms of the Southwest or nation. Writer should query before writing the article. Home section.

*Farmer-Stockman*, T. C. Richardson and Sam Whitlow, 4321 N. Central Expressway, Texas Editors, Dallas, Texas. General farm articles with pictures, success stories, and how-to articles. Home Section.

*Farm and Ranch*, H. L. Gantz, 833 Exposition Avenue, Dallas, Texas. Short articles of 300 to 500 words with one to three pictures on how-to subjects stressing money-making possibilities. Also labor savers. Home section.

*Farm Journal*, Charles E. Ball, 5526 Dyer Street, Dallas 6, Texas. Can use material giving "borrowable ideas" and leads on feature stories. Labor saving ideas with pictures used frequently. Should query before writing articles. Home section.

*Gulf Coast Cattleman*, Langham Building, Beaumont, Texas. Items of interest to cattle raisers along the Gulf Coast.

*Humble Farm Family*, Box 2180, Houston, Texas. Mostly staff written, but likes to have leads on good local stories.

*The Milk Producer*, 77 Harvard Street, Houston, Texas. Mostly staff written but uses occasional articles of interest to dairymen in the Houston area.

*Progressive Farmer*, Eugene Butler, 1105 Southland Building Annex, Dallas, Texas. General farm articles, how-to articles and labor savers. Should have clear, sharp pictures. Query before writing article. Likes to have leads on local articles. Home section.

*Quarter Horse Journal*, Box 2290, Amarillo, Texas. Articles of interest to raisers of Quarter horses.

*Ranch and Farm, Star Telegram, Fort Worth, Texas.* General ranch and farm articles taken from circulation territory of the publication. Some outside material used. Home section.

*Rice News, Lake Charles, La.* Short articles on any phase of rice growing.

*The Sheep and Goat Raiser, Cactus Hotel, San Angelo, Texas.* Short articles on the sheep and goat industry.

*Soil and Water Magazine, Wilson Building, Temple, Texas.* Stories on accomplishments in soil conservation and related activities.

*Southwestern Crop and Stock, 1006 16th St., Lubbock, Texas.* General farm and ranch articles with pictures in the Panhandle and South Plains. Other general material if it is adapted to that area. Home section.

*Texas Agriculture, Texas Farm Bureau, Waco, Texas.* Items of interest on Farm Bureau activities.

*Texas Farming and Citriculture, Harlingen, Texas.* Articles of general interest on vegetable and fruit growing, livestock and poultry raising in the Lower Rio Grande Valley.

*Texas Hereford Journal, 1105 Burk Burnett Bldg., Fort Worth, Texas.* Mostly staff written but can use items of interest to Hereford raisers.

*Texas Livestock Journal, Box 1469, San Antonio, Texas.* Items of interest to all livestock producers. Mostly staff written.

*Uncle Johnny's Journal, Box 236, Houston, Texas.* Leads on stories of local livestock and poultry feeders using their brand of feed. Should be success-type story.

*Universal Farmer, Universal Mills, Fort Worth, Texas.* Short items and success stories about livestock and poultry producers who use their brand of feed. Home section.

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