

A Freelance Writer's Guide to the *Alcalde*

Pitch UT Austin news and feature stories where alumni, faculty, or students play a key role.

ESTIMATED READERSHIP: 220,000

SUBSCRIBERS: 106,000

FREQUENCY: Bimonthly (*six print issues per year*)

AVERAGE READER AGE: 49

GENDER: 57% male & 43% female

LEAD TIME: 2-3 months

Background

The *Alcalde*, founded in 1913 and pronounced “all-call-day,” is the alumni magazine of The University of Texas at Austin.

When Texas was ruled by Mexico, “alcalde” was the Spanish word for a town’s mayor or chief magistrate. This magazine is named for Gov. Oran Roberts, one of UT’s first law professors, who as governor signed UT’s charter. His nickname was “The Old Alcalde.”



RANDALL FORD FOR NOV/DEC 2014 FEATURE “UP IN THE AIR”

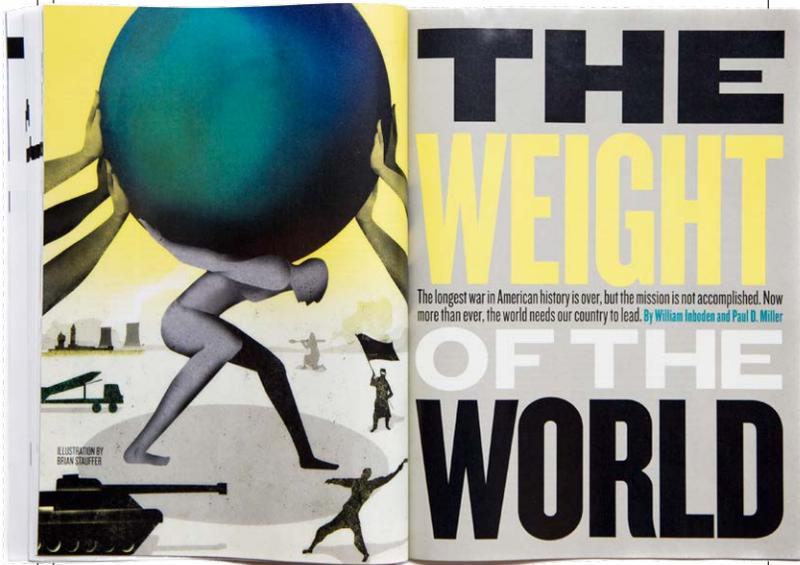


The magazine aims to keep Exes connected to the university by providing accurate, useful, and interesting information, in print and online. Our editorial policy is nonpartisan. We do, however, openly advocate for higher education and report on topics that relate to the university or higher education in general from the point of view of informed supporters.

Print

What to pitch: We are looking for general and human-interest stories for members of the Longhorn universe. Don't just try to find an alumnus with an interesting story, find an interesting story and then find the alumni at the heart of it. Don't forget to include ideas for multimedia extras that could enhance the story. The *Alcalde* regularly supplements its print storytelling with interactive web features, video and more.

Pitching a mini feature (400-800 words) for the front-of-book “**40 Acres**” section is a good way to get your foot in the door. This section focuses on campus news. Think about a campus trend, new UT research that changes our daily lives, and students or faculty who are making a big splash.



MARCH/APRIL 2015 FEATURE

The **feature well** for each issue includes three longform stories (1500-4000 words), book excerpts, and photo essays. We are always open to new formats in this section. Successful features are stories that begin with the university but have major implications for the rest of the world or popular appeal.

The **“TXEX”** section at the back of the book covers alumni news. This is often the place for profiles of notable alumni or a smaller trend piece that somehow involves alumni (1000-1200 words).



INTERACTIVE FEATURE FOR JAN/FEB 2015 ISSUE

DIRECT ALL PITCHES TO:

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or

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Web

In addition to our bimonthly print magazine, we update our website daily (alcalde.texasexes.org) with shorter stories. Big-name speakers on campus, accessible interpretations of exciting UT research, and UT history are among the topics that are appropriate to pitch for the web.

What Not to Pitch

We get this a lot: “Hey, I heard about an alum who is started a really interesting software company in Phoenix. It was just acquired by a bigger software company. I would like to do a Q&A with him.”

We avoid stories that aim to promote the commercial achievements of a particular alumnus—we are not their marketing vehicle. We are telling the ongoing story of UT Austin, through its most compelling characters. We only profile those who are at the very top of their field or are disruptive and innovative in a big way.