

## 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:** 110,000

**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.”

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.

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.



The **feature well** for each issue includes three longform stories (1,500–4,000 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 (1,000–2,000 words).

### What Not to Pitch

We get this a lot: “Hey, I heard about an alum who 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 innovative in a big way.

**DIRECT ALL PITCHES TO:**

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