

CALIFORNIA WILD is the quarterly natural history magazine of the California Academy of Sciences. Launched as *Pacific Discovery* in 1948, it has a circulation of approximately 30,000. The Academy, located in San Francisco, encompasses research facilities, a natural history museum, Steinhart Aquarium, and Morrison Planetarium.

Our Readers are well-educated, and most are residents of California. They are fascinated by the natural world and concerned about wildlife and the fate of our environment.

Our Article topics range from ecology to cosmology, animal intelligence to global warming, ecological restoration to indigenous cultures. We primarily seek stories about California and the West, but almost every issue includes topics that roam farther afield.

Our Story Needs are most acute for the following departments: **Skywatcher:** An account of recent research findings in astronomy (2,000-3,000 words). **Wild Lives:** Reveals the surprising talents and peculiar habits of a particular plant or animal species (1,000 words). **A Closer Look:** Describes the fauna, flora, and ecological forces linking residents of a micro-ecosystem such as a tidepool (1,000 words). **In Pursuit of Science:** Spotlights innovative programs bringing science to the general public, and people who have parlayed their science training into unusual but rewarding careers (1,500 words).

Rates and Rights We purchase first North American serial rights. We may also request electronic rights, as a version of *CALIFORNIA WILD* is available online. Payment is 30 cents per word, two weeks prior to publication. We ask most authors to submit on speculation.

Our Contributors are typically professional writers or scientists with experience writing for popular audiences. We encourage first-time authors to pitch stories for our departments.

Writing Style should be lively and geared toward a popular audience. We prefer to emphasize possible solutions to conservation and environmental issues rather than than list problems. Paint a vivid picture of your subject whenever possible—flesh out the personality of a scientist; bring a historical event to life; depict the beauty of a landscape with your words. It is fine to take a stance on controversial issues, but remember to air opposing arguments. Please keep jargon to a minimum and clearly define all scientific terms.

Style Tips Include scientific names in parentheses after common names of species. Spell out numbers from one to twelve and use numerals for measurements. Use either the metric or English system to express measurements, but not both. When in doubt, refer to *The Chicago Manual of Style*.

We encourage all writers, artists, and photographers interested in contributing to *California Wild* to review a printed copy of the magazine.

To obtain a sample issue, send a self-addressed 9" x 12" envelope with \$1.75 in postage to: *California Wild*, California Academy of Sciences, 875 Howard Street, San Francisco, CA 94103.

Source Documentation must be available for every manuscript, including contact information for each source or publication.

Proposing Your Story We're always eager to hear your story ideas, but would prefer to receive them in query form rather than completed manuscripts. Before you query, please take the time to search our online article index (www.calacademy.org/calwild), to see if we have already covered a topic. Queries should begin with the story's opening paragraphs, followed by a description of the remaining points to be covered. Mention the people you might interview, explain why you are the best person to write the story, and attach several writing samples or published clips. We accept queries by regular mail and email to calwild@calacademy.org.

Photography

CALIFORNIA WILD seeks the quality photographs from emerging and established nature photographers. We publish photo essays as well as unusual images that tell a story of interest to our readers.

We Purchase one-time publication rights to all images published. Payment ranges from \$75 to \$175 inside, to \$250 for a cover. In the unlikely event that an original transparency is lost or damaged, the California Academy of Sciences' liability is limited to fair market value. We are not bound by any arbitrary valuations.

Caption Material must accompany all photo submissions. Please identify all plants and animals using scientific names in addition to common names. If a photograph includes people, the names of all subjects must be correctly spelled. It is the photographer's responsibility to have model clearances on file for all human subjects.

Submissions We prefer original color transparencies or reproduction-quality duplicates. Any 35 mm color slides must be protected with individual slide protectors and mounted in transparent slide pages. Transparencies must be clearly marked on the slide mount with subject, location, and photographer's name and mailing address. Please enclose a stamped, self-addressed envelope, return mailing instructions, and sufficient postage to cover safe return. We strongly recommend insuring your photographic submissions against loss and using Return Receipt Mail or a next-day courier.

Digital images may be submitted as jpegs via email, CD, or light box for approval. "Photo submission" should be included in the subject line. Do not send high resolution images via email unless prior permission has been given. All digital images must be available at 300 dpi at 3" x 5" inches or larger to be considered for publication.

Our current photography needs are listed on The Guilfoyle Report, www.agpix.com; call 212-929-0959 to subscribe. All unsolicited mailed submissions must be accompanied by a self-addressed envelope with sufficient postage to ensure safe return.

For more information, call 415-321-8160.