



## Bruce W. Radford, Publisher



Bruce W. Radford is Publisher of *Public Utilities Reports, Inc.* He received his B.A. in Economics from the University of Virginia, a J.D. from Wake Forest University and his Master of Laws, Taxation from Georgetown University Law Center. Radford has been on the staff since 1981 and has contributed to *Public Utilities Reports'* case reporter service, CD-ROM legal products and newsletters.

A noted commentator on regulatory and business issues, Radford is a sought-after moderator and panelist at industry conferences. Radford's insights into utility deregulation have been quoted in *The Wall Street Journal*, *Los Angeles Times* and in *Newsweek*.

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## Michael T. Burr, Editor-in-Chief



Michael T. Burr is Editor-in-Chief for *Public Utilities Fortnightly*, and has been covering utility trends since 1989. Before joining Fortnightly's editorial staff in 2001, Burr was the editor of Telecom Business magazine, Electric Light & Power magazine and Independent Energy magazine before that. He is a frequent blogger, Podcaster and public speaker, and has been interviewed by such media as CNBC, the Wall Street Journal and the New York Times. Burr's analysis has covered many subjects — from smart-grid development to ratemaking trends. His journalism work has appeared in numerous business and consumer publications, including Scientific American, Oil & Gas Journal, InsideCounsel and Motorcyclist.

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## Lori A. Burkhart, Managing Editor and Spark Editor



Lori A. Burkhart, managing editor for *Public Utilities Fortnightly*, also is editor of *Fortnightly's Spark*, the once-a-month online information source for *Fortnightly* readers. She received her J.D. from the Catholic University Columbus School of Law and B.A. in Political Science with distinction from the Pennsylvania State University. Burkhart has been on staff since 1986.

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## Scott M. Gawlicki, Contributing Editor



Scott M. Gawlicki, Contributing Editor, has worked for more than 20 years as a freelance business journalist specializing in energy, investment banking, telecommunications, technology, and law. His work has appeared in a variety of industry publications, including Independent Energy, Electric Light & Power, Investment Dealer's Digest, Telecom Business and Inside Counsel magazines. He regularly applies his legal, banking and technology background to electric power industry issues, including project finance, transmission and distribution, the smart grid, and environmental concerns.

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## Phillip Cross, Legal Editor



Phillip Cross, legal editor for *Public Utilities Fortnightly*, also edits *PUR Utility Regulatory News* and *PUR Database*, a compilation of leading state public utility commission (PUC) decisions. He holds a J.D. and a B.S. in Political Science. Cross specializes in state PUC decisions, FERC and FCC rulings, and state and federal court rulings regarding regulated utilities. He has been on staff since 1984.

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## Tips for Contributors

- **Start with a question, not a conclusion.** Readers like articles that explore a controversial issue — a strategic question with two or more sides. Look at all sides of the question. Analyze the question using the framework of a recognized discipline, such as economics, law, regulation, engineering or finance.
- **Share war stories.** Readers love articles with gossip, especially those that give a personal point of view based on the author's experiences and show that the author has served on the front lines. Experiences offer perspectives others often find compelling. Be sure to recount real events and happenings, with quotes from real people and companies identified by name, if possible.
- **Report concrete facts.** Put on a journalist's hat. Identify concrete facts and answer the questions: who, what, when, where, why and how? If you wish to write about business services and practices, then please list and identify real companies by name. Explain and list who's doing it, who isn't and why.
- **Shy away from committee opinions.** We believe in making space available for real people to express real opinions. We publish op-ed pieces, but usually only those with a single author — not a committee or group of authors. When a company, industry or institution gives an opinion, it becomes a lobbying effort that demands equal time from opponents.
- **No “win-win” solutions.** We like controversy and ambiguity. There are no clear-cut answers; not everything works for every company. Readers want to know about winners and losers.
- **Let the reader decide.** We prefer not to publish articles that purport to tell utilities “what they need to do,” especially when the author has no direct experience. Also, advice must come early or the moment is lost. For example, we see no value in an advice column that tells utilities to get into the appliance sales and repair business, because some utilities are already doing that in the real world.
- **Learn from Dilbert.** Recall the Dilbert cartoon where the boss forces an errand worker to go to the blackboard and write 100 times: “We will leverage our synergies.” Simple English works 100 times better than jargon.



## Article Guidelines

The Editorial Calendar lists general topics selected for editorial coverage in each magazine issue. Other topics also may be covered, based on editorial discretion.

- **Length:** 1,500 to 3,000 words.
- **Artwork:** Please include photographs, charts or graphs to illustrate your article, including sources.
- **Format:** Electronic mail is preferred. Hard-copy prints or computer disks also accepted.
- **Software:** PC-compatible file formats such as Microsoft Word. Please store tables and charts in separate files, and send them in either Excel or Power Point.
- **Author data:** Please include a two-sentence author biography, mailing address, telephone and fax number.
- **Deadlines:** We must receive final article text at least eight weeks before the publication date. For example, articles received Aug. 1 can be published no sooner than the October issue.

## Subject Matter

*Fortnightly* publishes articles contributed by outside authors, regularly appearing columnists and in-house staff writers. Articles spot emerging trends and consider how they affect electric, natural gas and telecommunications companies. Relevant examples are taken from finance and other regulated or deregulated businesses.

We edit all articles for length, clarity and simplicity. We do not publish articles that market commercial products. We reserve the right to delete commercial references from published articles.

## Submissions

To submit an article for possible publication in *Fortnightly*, please include the entire text or a detailed outline. Writers should offer objective analysis and cite specific examples. We encourage writers to supplement articles with attributed comments or quotations. We value contrary opinions.

Space is available for guest editorials of 1,500 words or less in the Perspective column. Contributors should include a head-and-shoulders photograph. Promotions and job changes for industry positions are listed in People.

E-mail submissions to [burr@pur.com](mailto:burr@pur.com). We will review your proposal and respond as quickly as we can. Because of the volume of inquiries about publishing in *Fortnightly*, it can take six to eight weeks for us to review a proposed article. Unsolicited material will be returned only if accompanied by a self-addressed, stamped envelope. For additional information, please consult our Web site at [www.pur.com](http://www.pur.com).