

CHAPTER 1: **ARTICLES**

There will always be a demand for articles in the writing market. Content that once went in newspapers is now going online. As one magazine folds, another prints its first issue. Articles can be on any topic—investigative pieces, features, interviews, travel writing, columns, sports, home & garden, lifestyle, art & music—there is a market for it all. Regardless of what type of article you want to write, you have to know how to properly submit to an editor or publisher, and how to format your work.

WHAT YOU NEED TO SUBMIT

The process of submitting articles begins with sending a query to an editor, continues through getting acceptance to write the article, and ends with submitting the article text itself. Barring some bumps along the way, the process is that simple.

Take note of the sequence: Query, acceptance, then writing. Before you write an article, you should sell it. That may sound backwards, but it is really how the publishing world works. You can submit finished articles, but this is usually a recipe for disappointment. Most editors want queries before assigning articles. Even if an editor likes the idea for an article, he usually wants to provide some guidance before it is written. That can't happen if the article is already completed. Or it means major rewrites, and major headaches. Working on spec—meaning, submitting completed articles rather than simply the ideas for different stories—is usually an unprofitable habit for freelancers.

The query letter is the time-honored traditional method for selling an article. And that method is the one that editors and publishers prefer to use. As e-mail is quickly replacing snail mail as the main form of communication, the method of delivery and the average response time from an editor may be changing, but the overall process is not.

Another thing that hasn't changed: The query is your first impression with an editor. As you start to develop relationships with editors, pitching article ideas will get measurably easier. Correspondence becomes more informal. Your story pitches become less fleshed out. You're battle-tested, so assignments come easier. But if you have no established relationship with an editor, remember to fall back on two things: professionalism and a darn good query letter.

QUERY LETTER

Submission Tips

The query should serve several primary purposes:

- Sell your idea through a brief, catchy description.
- Tell the editor how you would handle the lead and develop the article.
- Show that you are familiar with the publication and how your article would fit with it.
- Indicate why you are qualified to write this article.

When applicable—and when possible within space constraints—the query should also:

- State the availability of photography or other artwork. (If this is a key selling point, you should definitely include such information. If it's not, these details can be discussed when the editor contacts you about an assignment.) State how you'll be gathering the art, and whether you will take the pictures yourself or a third party will provide them.
- Provide a working title that succinctly and enticingly sums up your idea.
- Estimate the article's length. (It should be as long as you think is necessary to cover the topic, keeping in mind what is the typical length of pieces in the publication. Remember: The editor may think otherwise.)
- Outline possible sidebars.
- Summarize the supporting material, such as anecdotes, interviews, or statistics.
- State when the article will be available.
- Indicate if you are submitting this idea simultaneously to other publications.

A benefit for you as the writer is that preparing the query helps you define the project and develop a lead and a strategy for completing the assignment well before you actually have to do it. The downside is that a query letter can take longer to write, word for word, than the article itself.

Query letters are something of a genre unto themselves. Writing them successfully requires considerable attention to detail and tight editing to fit the one-page standard, which is a widely observed rule for article queries.

Formatting Specs

- Use a standard font or typeface, 12-point type. Avoid bold, script, or italics, except for publication titles. Arial and Times New Roman are fairly standard.
- Place your name, address, phone number, e-mail, fax, and website at the top of your letter, centered, or on your letterhead.
- Use a 1" margin on all sides.
- Keep it to one page. If necessary, separately attach a résumé or a list of credits to provide additional information.

- Use block format (no indentations, an extra space between paragraphs).
- Single-space the body of the letter and double-space between paragraphs.

Other Dos and Don'ts

- Do mention that you can send the manuscript on CD or via e-mail. Most finished articles will be sent as a Microsoft Word attachment. (Sending CDs to an editor comes in handy when dealing with high-resolution art that takes up a lot of memory.)
- Do address the query to a specific editor, preferably the editor assigned to handle freelance submissions or the section you're writing for. Call to get the appropriate name and gender.
- Do thank the editor for considering your proposal.
- Do include an SASE (self-addressed, stamped envelope) or postcard for reply. State in the letter that you have done so, either in the body or in a list of enclosures. (Postcards are cheaper and easier. Get them printed in bulk.)
- Do mention previous publishing credits that pertain to the proposed article.
- Don't take up half a page listing credits of little interest to the editor. If you have extensive credits that pertain to the query, list them on an enclosed sheet.
- Do indicate familiarity with the publication. It's okay to make a positive comment, too, if it's sincere and appropriate, but don't get obsequious.
- Don't request writers' guidelines or a sample copy in your letter. This clearly indicates you're not familiar enough to query. You should request guidelines before you send a query. (See "Request for Guidelines Letter" on p. 31.)
- Don't overpromise. If you can't deliver, it will soon become obvious to the editor.
- Don't tell the editor the idea was already rejected by another publication. Such full disclosure does you no good and isn't necessary.
- Do include clippings, especially when they're applicable to the idea you're proposing. No more than three are necessary, or even desirable.
- Do send copies, not originals, of your clippings. They can always get lost, even if you include an SASE. Photocopied clips are assumed to be disposable; if you want them back, say so in your letter, and make sure you include an SASE with sufficient postage.
- Don't discuss payment terms. It's premature.

QUERY:ARTICLE I

This is one of many letter-head styles you can use.

John Q. Writer
 123 Author Lane
 Writerville, CA 95355
 johnqwriter@email.com
 (323) 555-0000

January 30, 2009

Date flushed right

Jane Smith, managing editor
New Mexico Magazine
 4200 Magazine Blvd.
 Santa Fe, NM 87501

Always address the correct editor.

Dear Ms. Smith:

According to the Bible, it took God two days to create all living creatures. The way New Mexican Regina Gordon sees it, the 48 Hour Film Project involves the same amount of time—with an only slightly less complicated task.

Use a lead designed to hook and pique interest.

“Every second counts when you only have 48 hours to make a film.” That’s the motto of the 48 Hour Film Project (www.48hourfilm.com), a nationwide event that challenges local filmmakers to form teams and create four-minute movies—from script to set design to finished product—in forty-eight hours or less. Albuquerque hosted more than twenty teams in 2008, and the city will again participate in the competition in 2009.

1" margin

All of these guerilla filmmakers report to one woman—the city’s area producer, Regina Gordon, who must substitute passion, adrenaline, and insane amounts of coffee for sleep she certainly won’t get. So what drives her and other participants to exhaust themselves like they do? I propose a 800-word short profile on Gordon along with New Mexico’s involvement in the project for *New Mexico Magazine*. (I have already touched based with Gordon.) I believe that a Gordon feature would be a great fit for the “Introducing” section of your magazine. To give readers a feel for what a kinetic, exciting, shoot-from-the-hip experience this is, I would interview Gordon to hear anecdotes from last year’s competition and discover what lies in store for this year as a sense of community for the project continues to build in the area.

Estimated word count

Targeting a specific section of the magazine shows you’re familiar with the publication.

Highlight qualifications quickly and effectively.

In 2003, I covered Philadelphia’s involvement in the project for *Artspike* magazine. Thank you for considering this piece. My résumé and clips are enclosed.

Be polite.

Respectfully,

Leave enough room here for your signature.

John Q. Writer

Details enclosures

Encl.: Clips and résumé

QUERY, MISTAKES TO AVOID: ARTICLE

John Q. Writer
123 Author Lane
Writerville, CA 95355

March 24, 2009

Editors
Atlanta Journal-Constitution

Dear Sir/Ma'am:

I have an idea for newspaper article. I have a feeling that it would be a controversial and explosive story that would sell a whole bunch of copies—it's that good. What I want to do is give you some of my early thoughts, and if you're interested, we can talk some specifics over the phone (though bear with me; my cell phone gets bad reception).

This is what I'm thinking. I write an article on how the social networking juggernaut MySpace is affecting the dating scene in the ATL. Cool, huh? I know that I could have pitched this to *Atlanta Magazine* or even *People*, but I figured I would give you a shot. For the article, I would need some ideas for sources, and probably some upfront money to buy a laptop. At this point, I'm thinking the article will run about 5,000 words.

My writing influences are Stephen King, James Patterson, and Joe Eszterhas. I've blogged on MySpace plenty of times before and I also regularly comment on website forums and message boards, so I think I have the necessary experience to tackle such an article.

I'm offering a seven-day window on this query because I think that's fair. After all, this is a sizzling topic. Please get back to me right quick.

Peace,

John Q. Writer

No e-mail or phone number is included.

Address is missing.

Not targeting a certain editor shows you didn't even do the basic research to find an editor's name.

This simple grammatical error could have been caught with some proofreading.

Every query recipient wants to feel like you've picked this market for a reason, and arrogant talk like this will kill a query.

Why does this matter?

An editor doesn't need seven days. He'll just say no now.

There might be something here, but the idea is not fleshed out and there is no indication of how you would hook readers.

Always be humble. Adopting an attitude never works.

This proposed length is way too long for virtually any publication. Suggesting such an outrageous word count will torpedo your chances.

While you want to list credentials, something worse would be to list meaningless accomplishments.

ELECTRONIC QUERIES

Submission Tips

The digital age has brought an air of informality to communications between editors and writers, but manners have not been redefined. Communications with a new editor should still be formal and respectful whether you make contact by mail, fax, or e-mail. Once you've developed a relationship, you can afford to become less formal. Because the editor is familiar with your writing experience and ability to develop an article, you might pitch story ideas over the phone or in one- or two-sentence e-mails. But rarely will an editor make a judgment based on casual contact with a new writer.

Thus, the basic format, length, and tone of an electronic query shouldn't be much different than a query on paper, except that certain features of e-mails do dictate different strategies.

Formatting Specs

- Include the same information you would in a query on paper—your name and contact information. The biggest change is to include your contact information at the bottom left, under your signature, rather than at the top. Because an editor will have a limited view of your query in an e-mail window, it's a good idea to get right to the query text.
- Fill in the subject line of the e-mail with a description of your query. This gives you an extra selling line and can be a good place for the proposed title of your work. Don't be afraid to start the subject line with the word, "Query."
- Follow the same format you would with a query on paper, including the date, salutation, and block paragraph format. Leaving out these formalities isn't unusual, but there's no good reason to do away with them just because it's an e-mail. The information could be useful to the editor, and it never hurts to be polite.

How to Include Clips With E-Mailed Queries

When you send an e-mail query, you can provide clips five ways. Pay attention to writers' guidelines of the specific publication you are sending the query to in order to see if they would like to see clips in a particular fashion (e.g., as links inside an e-mail query). There are no generally accepted standards for which is best, but the pros and cons of each method are described. (See "Attachments" on page 79.)

- 1. Include a line telling the editor that clips are available on request.** If the editor requests them, you can then mail, fax, or e-mail the clips according to his preference. This is a convenient solution for the writer, but not necessarily for the editor. The clips aren't available immediately, so you potentially slow the decision process by adding an additional step, and you lose any speed you've gained by e-mailing the query in the first place.
- 2. Include electronic versions of the clips in the body of the e-mail message.** This can make for an awfully long e-mail, and it doesn't look as presentable as other alternatives, but it may be better than making the editor wait to download

attachments or log on to a website. Also, since viruses are often transmitted as attachments to e-mails, editors may be leery of accepting e-mail attachments from you before they know who you are.

3. Include electronic versions of the articles as attachments. The disadvantage here is the editor has to download the clips, which can take several minutes. Also, if there's a format disparity, the editor may not be able to read the attachment.

4. Send the clips in a separate e-mail message. This cuts the download time and eliminates software-related glitches, but it clutters the editor's e-mail inbox.

5. Hypertext links in the e-mail. This may be the most convenient and reliable way for editors to access your clips electronically. If any of your stories are published online, simply include the links to those clips at the end of your e-mail. These provide a more accurate reading of what the editor can expect. If you have your own individual website dedicated to your writing career, include articles online that way.

Other Dos and Don'ts

- Don't use all caps or exclamation points in the subject line. These are among the dreaded earmarks of spam and will cause some editors to summarily delete your e-mail.
- Don't submit an e-mail query unless you know it's welcome. Listings in *Writer's Market* or *Writer's Digest* will indicate whether electronic queries are accepted. If you can't find a listing, call the publication to check.
- Don't send an e-mail query to the editor's personal e-mail address unless expressly directed to do so. Many publications maintain separate e-mail addresses for queries.
- Don't insert clip art graphics or other images.
- Do attach or provide links to photos or graphics that have digital versions stored on your computer if their availability will help sell your article. They may take a long time to download, but the editor only needs to do it if she's interested.
- Do indicate how you'll make your clips and other supporting material available.
- Do turn off your spam filter if you use EarthLink. When an editor replies, she shouldn't have to confirm her existence as a human being just so you can get her response.

ELECTRONIC QUERY: ARTICLE

TO: editor@fastcompany.com
 CC: johnqwriter@email.com
 SUBJECT: Query: Improving Attention the All Natural Way

You may capitalize key words in your subject line if you want to, but never use all caps.

August 13, 2008

Date flushed right

It's not a bad idea to copy (CC or BCC) yourself on the e-mail to keep copies of all e-correspondence to editors.

Kim Dearth, senior editor
brava
 P.O. Box 45050
 Madison, WI 53744-5050
 kdearth@ericksonpublishing.com

Starting the subject line off with "Query" will help ensure your e-mail isn't mistaken as junk mail.

Dear Ms. Dearth:

Always explain your qualifications, but never brag.

I see on your editorial calendar that you'll be covering "Adult Attention Deficit Disorder" in your December 2008 issue.

Address a specific editor.

As a full-time freelance writer specializing in cognitive development, I'd like to propose an article to your upcoming issue. "Pay Attention! Improving Attention the All Natural Way—With Brain Training" would include the following:

The title and deck of the article are provided—making the editor's job easier.

1. Brain exercises that your readers can do at home to improve the three types of attention: selective, sustained, and divided.
2. The latest scientific research on brain training (why it works).
3. Quotes from a psychologist, a professional brain trainer in Madison, and an author.

If you have a working title, use quotations around it, or bold it, or both. If you can pique an editor's interest with the title alone, you're off to a good start.

General formatting rules—such as single-spaced paragraphs—remain the same.

I could fit the article to your desired word count.

My credentials include a B.A. in psychology and more than 1,000 published pieces including two nonfiction books for McGraw-Hill. I've written for countless parenting, health and women's magazines and currently work as a freelance editor for several publications.

Instead of putting your contact information at the top of an e-mail query, place it at the bottom. Only part of an e-mail will be visible in a computer window, so you need to get down to business fast.

Thank you in advance for your time. I look forward to hearing from you.

Best,

John Q. Writer
 123 Author Lane
 Writerville, CA 95355
 johnqwriter@email.com
 (323) 555-0000

If you aren't mailing clips, make sure you have some work online that an editor can review.

Clips available on www.johnqwriter.com

This query fits on one printed page as well. Don't abuse the formlessness of e-mail to become verbose.

ELECTRONIC QUERY, MISTAKES TO AVOID: ARTICLE		
	TO: editor@entrepreneur.com CC:	
Don't type in all caps.	SUBJECT: ARTICLE FOR FAST COMPANY MAGAZINE	This tells the editor nothing about your article.
	Dear Editor,	
This shows that simple research to find the editor's name wasn't done.	I'm interesting in writing for you magazine. I have been working on an article on business ethics that I think will work well for <i>Fast Company</i> .	This tells the editor nothing about your article. E-mail queries should be just as detailed as regular mail queries.
Typo. Be sure to read through your letter before you hit "send."	I have submitted this article to seven other business magazines but they have all passed on it. I hope you are interested in it. I expect to be paid three dollars per word for this article.	
	Thank you for your time and consideration.	
	Sincerely,	
Never say that the article has been rejected by other magazines.	John Q. Writer	Never mention payment. A query is used to gauge interest in an article.
	P.S. I'm attaching one of my published articles.	
Make sure your clip is actually attached—and in a format that's compatible with most computers.		

ARTICLE

What You Need to Submit

Compared to the query letter that leads up to the article, formatting the article itself is relatively easy. The style and approach of each article is different, of course, and beyond the scope of this book. However, the layout of the printed page and the information is relatively clear-cut. All you need is:

- A cover letter
- Your article

This section will guide you through the cover letter and the article itself.

COVER LETTER

Submission Tips

By the time you send the article, the editor should already know who you are and about the article. Use the cover letter to accomplish a few additional functions:

- Provide details that may be important in the editing and fact-checking process, including names, addresses, and phone numbers of sources.
- Inform the editor of the status of photographs and graphics that will accompany the article (whether they're enclosed or coming from another party).
- Provide information about how you can be reached for questions.
- Mention any details the editor should know in editing the manuscript, such as difficulty in reaching a particular source or conflicting data you received and how you resolved the conflict.
- Thank the editor for the assignment and express your interest in writing for the publication again.

Formatting Specs

- Use a standard font, 12-point type. Avoid bold or italics, except for titles.
- Put your name and contact information at the top of your letter, centered, or on your letterhead.
- Use 1" margins on all sides.
- Address the cover letter to a specific editor. (Call and get the appropriate editor's name and gender.)
- If you need more than a page, use it. The editor will need this information in handling your manuscript.
- Provide a word count.
- Provide contact names of sources if needed.

ELECTRONIC COVER LETTER

Submission Tips

Once an editor is interested in seeing your article, he may ask you to send the article via e-mail. Don't send the article by itself; just because you're using e-mail doesn't mean you should forego a cover letter. The cover letter will provide the editor with valuable information regarding your article and should include the same information as one sent via mail.

The text of the cover letter should be submitted in the e-mail body. The article should be attached, preferably as a Microsoft Word document (.doc).

Formatting Specs

- Include the same information in your cover letter as you would in a paper cover letter—name, address, phone, fax, and website.
- Use the subject line to introduce the title of your article.
- Follow the same format you would with a paper cover letter, including date, salutation, and block paragraph format.

Other Dos and Don'ts

- Don't use all caps or exclamation points in the subject line.
- Don't insert clip art graphics or other images in your cover letter. Keep it simple.

Pitching an article to a newspaper can be an intimidating prospect, especially if you're new to the market. But you might be surprised to find out that editors aren't always looking for highly experienced wordsmiths with extensive résumés. Of course, writers must have a grasp of basic journalistic writing style and grammar. Still, many editors say enthusiasm or proficiency in a particular subject is more prized in a freelance writer than a thick packet of published clips.

—FEOSHIA HENDERSON

freelancer, *The Lane Report*, *Kentucky Monthly*

COVER LETTER: ARTICLE

John Q. Writer
 123 Author Lane
 Writerville, CA 95355
 johnqwriter@email.com
 (323) 555-0000

Contact information

January 5, 2009

Elizabeth Cook
Food Processing
 6789 Editor Ave.
 Chicago, IL 60612

Dear Libby:

Some informality is acceptable at this point.

Enclosed is "Foods for (Shelf) Life" (1,500 words) for the March issue.

Photos should have arrived from the National Sunflower Association and USDA. If you don't receive them by the end of the week, please let me know and I'll call to check on their status.

Provide information about photography, if you have it.

I'll be away on business from January 7–10, but I will be checking voice mail daily. Feel free to leave any questions on my voice mail, and I'll answer them on yours if I can't return the call when you're in the office.

Tell how you can be reached for questions when necessary.

Here are the contact numbers for sources:

- Jeff Miller, agronomist with the U.S. Department of Agriculture, (716) 555-4322
- Pamela J. White, professor of food science at Iowa State University, (515) 555-1224
- Larry Kleingartner, executive director of the National Sunflower Association, Bismarck, ND, (716) 555-3400
- Shin Hasegawa, a biochemist at the USDA's Agricultural Research Service in Albany, CA, (510) 555-6070

Many publications require contact names and numbers. The cover letter is a good place for this.

Thanks again for the assignment. I look forward to working with you again soon. As I mentioned before, let me know if this piece needs any revisions or tweaks.

It's always a good idea to mention that you are available to do requested changes.

Best wishes,

Signature

John Q. Writer

Encl.: Manuscript, "Foods for (Shelf) Life"

If you're sending an article through the mail, consider including a CD data disk that contains the article in electronic format.

ARTICLE MANUSCRIPT

Submission Tips

Show you're a professional by submitting a clean, grammatically correct and properly spelled manuscript that hews as closely as possible to the style of the publication (see "Winning Style Points" on page 39).

Formatting Specs

- Use a 1" margin on all sides.
- Don't number the first page.
- Include rights offered or negotiated and a word count in the top right corner of the first page.
- If you have one or more sidebars, indicate this in the top right corner of the first page, along with the word count for each sidebar.
- Put the working title in all caps or boldface and the subtitle underlined or in italic, centered, about one-third of the way down the page from the top margin.
- Skip one line and write "by" in lowercase, then skip another line and put your name. (If you're using a pseudonym, put that name in all caps, and then on the next line put your real name in parentheses.)
- Drop four lines and begin the article. Indent all paragraphs except the first one.
- Double-space the entire text of the story.
- Put a slug, a one- to two-word name, at the top left corner of the header in the second and preceding pages.
- Put page numbers (from page 2 to the end of the article) in the top right corner of the header.
- Use 12-point type.
- Optional: At the article's end, put a "-30-" or "-###-" notation. This is more of a relic in publishing than a necessity, but some writers feel insecure without it. It won't hurt to do it or leave it out.
- When sending an accepted article, be sure to include a copy of the article on disk or CD along with the hard copy.

Other Dos and Don'ts

- Do use paper clips in the top left corner of your manuscript (butterfly clips or paper clamps for articles of more than ten pages).
- Don't use staples.
- Don't clip, and especially don't staple, your cover letter to the manuscript.
- Don't use a separate cover page. It's pretentious for an article-length manuscript and wholly unnecessary.

Before you spend weeks writing sample columns or drawing cartoon strips, it is wise to invest at least a few hours researching your idea. Is something like it already out there? How is your idea unique? Does it fit with current trends? Be sure you know the competition, how your pitch can fill an empty niche in the market or why it is better than what is currently out there. Being aware of this information can make all the difference with a national syndicate.

—LISA ABEYTA

columnist, *Albuquerque Tribune*

- Don't justify text or align the right margin. Ragged right is fine.
- Don't insult the editor's intelligence or intentions by putting a copyright notice on the manuscript. It's copyrighted as soon as you write it.
- Don't use unusual fonts. A simple Times Roman will do fine.
- Do include suggested subheads in the body of your manuscript if the magazine's style is to use subheads; however, don't rely on subheads as a substitute for transitions. Subheads may need to be removed for layout or page composition purposes. Besides, they're an editor's prerogative. Don't count on them staying where you put them.

Winning Style Points

Virtually all newspapers and many magazines use some variation of Associated Press style. Other magazines and most books use *The Chicago Manual of Style* from the University of Chicago Press. Every freelancer should have the books *The Associated Press Stylebook and Libel Manual* and *The Chicago Manual of Style* on her shelf. CMS also provides useful general guidance on grammar and usage issues in addition to style points. Both books also offer online versions to which you can subscribe.

The most common style questions concern such areas as numbers, localities, abbreviations, and capitalization. Style manuals also cover such fine points as the difference in usage between *lawyer* and *attorney*. It's a good idea to at least skim through the style manuals to become familiar with the usage issues they cover, in addition to using them as references when unsure about a style issue.

Most publications have style rules of their own that deviate from whichever standard they use. Freelancers can't realistically be expected to know all the rules before first being published in a magazine, but try to be familiar with the publication's basic style standards.

MANUSCRIPT: ARTICLE	
<p>Include contact information here.</p>	<p>John Q. Writer 123 Author Lane Writerville, CA 95355 (323) 555-0000 johnqwriter@email.com</p> <p style="text-align: right;">First North American Rights Approximately 1,500 words</p>
<p>Title one-third of the way down the page</p>	<p style="text-align: center;">FOODS FOR (SHELF) LIFE <i>For advances in shelf life, researchers increasingly change foods themselves</i></p> <p style="text-align: center;">by John Q. Writer</p>
<p>1" margin</p>	<p>Enhancing shelf life used to mean finding better preservatives. But food scientists increasingly are changing the food itself as they search for cleaner-reading labels, better taste, and stronger nutritional profiles to go along with improved shelf life.</p>
<p>Indent paragraphs except for the first one.</p>	<p>Researchers are modifying such basic foods as oils, beef, and fruit on the molecular or genetic level for the sake of preserving flavor or preventing spoilage.</p> <p>One of the bigger changes in the next few years could be in oils for frying snacks and other foods. Research into high-oleic versions of sunflower, soybean,</p>
<p>Double-spaced text</p>	<p>and corn oils is bringing to market oils that offer extended shelf life for fried and other foods without requiring hydrogenation. Higher oleic oils may offer relatively modest or no gains in shelf life compared to hydrogenated oils, but they offer substantial gains over unmodified oils and provide an alternative to the costs and health risks of hydrogenation.</p>
	<p>Provide a word count.</p> <p>Underline or italicize the subhead or deck head.</p>

MANUSCRIPT, INSIDE/END PAGE: ARTICLE

Shelf Life

5

Page number

Slug line at the top left

A side benefit of the enzyme may be prevention of tumor formation. Separate studies at Baylor University and the University of Western Ontario found the enzyme inhibited oral cancer tumors in hamsters and human breast cancer cells in mice.

Vitamin E as Beef Preservative

Mark subheads clearly.

Consumers also won't have to wait so long to see the benefits from the addition of megadoses of vitamin E to the diets of beef cattle.

Food processors have long used vitamin E as a natural preservative in some foods. In recent years, agricultural research in the U.S. and England has found that adding vitamin E to the diets of both forage and grain-fed cattle one hundred days before slaughter can increase the shelf life of the beef.

In one study in Britain, among cattle given 1,500 international units of vitamin E a day, compared with a natural diet supplying 30–40 international units, shelf life was improved by two to three days. In the U.S., inclusion of vitamin E in animal feed is increasingly becoming standard practice as supermarket buyers begin to specify it. Use of vitamin E cuts waste in the meat supply chain by thirty dollars per head of cattle at a cost of only two to three dollars per head, according to the USDA.

“By changing the cattle’s diet, we can extend shelf life for retailers and potentially increase profit margins for growers and processors, too,” says Richard Wilson, spokesman for the USDA Agricultural Research Service. “You don’t find many technologies so cheap and so effective.”

1" margin

No need to mark the end. Especially avoid using “The End” in nonfiction articles. Use “—30—” or “—###—” if you must.