

## CALL TO WRITERS

**TO:** All Florida Keys Writers  
**FROM:** Liz Young  
Cultural Umbrella/Florida Keys Council of the Arts  
**DATE:** February 1, 2010  
**RE:** Culture Magazine 2011 Editorial Content  
**CC:** Harold Wheeler, TDC Director  
Cultural Umbrella Committee  
John Underwood, Tinsley Advertising

The Monroe County Tourist Development Council, Tinsley Advertising and the Cultural Umbrella of the Florida Keys & Key West are issuing a call for writers interested in producing articles for the Culture 2011 magazine. We will contract two Florida Keys writers at a freelance fee of \$1,000 each. The fee will cover research, writing, related photography and any necessary revising (based on recommendations from the committee) of an article of approximately **1,000** words. Articles assigned will be factual, informational and primarily designed to introduce area visitors to the art, culture and/or heritage of The Florida Keys.

The Culture 2011 magazine, an annual publication, is a freestanding magazine distributed to art galleries and chambers of commerce throughout the Keys. It is also inserted into the In Room Concierge in over 3,900 guestrooms within the Keys reaching over 500,000 visitors annually. The publication includes information on the Keys' performing, literary and visual arts as well as a calendar of events and advertisements promoting specific galleries within the Keys.

### **Writers should select topics from the following areas:**

- **The Scenic Highway**-highlighting The Florida Keys Overseas Highway's official designation as an "All American Road".
- **Performing Arts** - emphasizing dance, music, and theatre throughout The Florida Keys.

Interested writers should send a query letter that proposes a topic and discusses the tone, approach and scope of coverage planned. The following additional materials should be attached:

1. Sample copies of clips from a maximum of four published works
2. List of your published works including date, type of media and name of publication
3. A biography of 150 words or less including how you are qualified to write on this topic

**\*\* Submit by March 15, 2010 to:** Florida Keys Council of the Arts  
1100 Simonton Street, Key West, FL 33040  
Phone: 305-295-4369 Fax: 305-295-4372  
Email: [info@keysarts.com](mailto:info@keysarts.com)

Submissions will NOT be returned. Selection of writers will be announced after April 1, 2010.