



FROM THE EDITOR'S DESK

Submitting an article to *Right of Way Magazine*

BY ETHEL NAVALES

Whenever I am asked about my most favorite aspect of this job, I always have the same answer in mind: the chance to read your stories. As an outsider to the right of way industry, I have always felt incredibly fortunate to get a glimpse into *how* and *why* you all came into this profession. In many ways, your personal take on this industry and the first-hand experiences you share have made me understand your line of work far more than any description could have ever done.

In fact, whenever I meet new faces at the Annual International Education Conference, I'm overcome by just how much everyone has to say. It seems that every member I speak to wants to share their most difficult or rewarding project, and even more of you are happy to look back on your beginning years and advise the Young Professionals who are just embarking on their journey. The passion and knowledge is all there, but when it comes to submitting a story, I'm often I'm met with some hesitation.

I've heard it all. Some of you have convinced yourselves that no one wants to read what

you have to say. Others are daunted by the publishing process and weary of someone combing through their writing. And even more of you have brilliant ideas, but are not quite sure if your story is what we're looking for in *Right of Way Magazine*.

In light of this, I wanted to clear up some misconceptions about the article submission process, including the various types of articles we are looking for. In doing so, I hope to shed some light on aspects of the magazine that you may not have known about. Most of all, I want to assure you that we absolutely do want to hear your story. I hope by reading this, you'll begin to understand how much this Association can benefit from your advice, your lessons and your experiences.

Types of Articles

Right of Way Magazine's mission is to serve as an important resource for right of way professionals involved in these four core industries: oil & gas pipeline, electric & utilities, transportation and public agencies. In a broad sense, the magazine reports on the most relevant and challenging issues

facing the industry today, with topics including negotiations, relocation, pipeline, industry trends, news, best practices and regulations that affect the right of way professional. Consider the following article examples:

Solutions

It's no surprise that many articles submitted to us contain stories of lessons learned and solutions to particularly tricky problems. Those who are in the right of way field are quick to give a helping hand when they can, and we've certainly heard a number of members who have benefitted from this shared knowledge. If you've encountered a peculiar project or experience, imagine how many members are going through the same thing and could use your advice.

Industry Updates

The magazine is a wonderful platform for sharing industry updates that may not yet be well-known. For instance, you and your team may be taking a new route to success and you'd like to acknowledge and share those steps with your peers. Or perhaps you are dealing with a type of project/a new trend that is niche even within the right of way field. These are certainly topics that our readers would appreciate learning.

Association Experience

In addition to reading about work, our members are also particularly interested in reading about an author's experience within the IRWA. We especially welcome stories about your beginnings with the Association, your experience with any Leadership roles and any words of wisdom you may have when it comes to mentoring within the Association.

Chapter/Region Updates

IRWA Chapter events are becoming more and more impressive each day. We encourage you to share all your hard work. This will not only spotlight all the efforts that your Chapter/Region has put in, it will also encourage others to contribute to their own Chapter. Your article may be the means of inspiring others to be more active within the Association.

Perhaps the best way to determine whether or not to submit an article to us is by simply turning the tables. Ask yourself if your topic is one that you would want to read about. Is it an article that would help someone else in the right of way field? Does it bring clarity to those who are not quite in the same line of work as you? By simply switching your perspective to the eyes of a reader, you may have the answer to your question already.

Writing Tips

While many members are itching to get their words onto print, there are even more members unnerved by the idea of having an article published. Rest assured that we're more than happy to work with you in developing your article. All stories pass through an editorial process, as well as a proofreading process. If there are any concerns, we have a wonderfully talented Editorial Advisory Board ready to review and assist. All members of the Editorial Advisory Board are well-versed in the right of way industry and many of the Board's members have successfully provided insight for this magazine for years.

While writing your piece, it is important to remember your audience. Our readers are a group of multi-disciplined professionals including acquisition agents, appraisers, engineers, project managers, attorneys, relocation assistance agents, surveyors, titles experts, utility managers and more. Remember to write with the understanding that your area of expertise may be unfamiliar territory to a reader, so clear language is the key. In doing so, you will humanize your topic and allow others to learn about it.



It goes without saying that some of the best articles we receive are the ones written from the heart. The right of way industry is filled with passionate people who not only want to do a good job, they also want to help leave the world a better place than when they entered it. By sharing your personal experiences, you are allowing others to know they are not alone in this mission.

Finally, if you find that your topic is something that cannot be covered in a single article, please consider becoming a regular contributor. We have a number of wonderfully talented contributors who provide a column in each issue. Current topics include legal matters, relocation, social ecology, ethics, education updates and teambuilding. By providing a column in each issue of the magazine, you will ensure that your topic stays relevant and notable within the Association.

Alternative Contributions

If writing an entire article does not suit you, I am happy to inform you that there are countless other ways to contribute to *Right of Way Magazine*. The following departments are always accepting submissions from IRWA members:

Inside Association

There are some IRWA updates that may not warrant a long article. For smaller pieces of information that you would like to express to the Association, you are welcome to submit a piece to our Inside Association column.

Letter to the Editor

We are always open to receiving letters to the editor. Perhaps you have thoughts on an article and would like to present your point of view. Perhaps a certain article helped you in your own decision-making at work and you wanted to acknowledge the author's wisdom. We look forward to feedback from readers and we are happy to hear your thoughts.

People on the Move

Has your company recently hired a new employee? Have you just entered into a new position and would like to announce this update? Please send in your press releases so that we can properly acknowledge the news and give our congratulations.

Industry Buzz

The buzz portion of the magazine is where we highlight news bits concerning the right of way industry. If there is a particularly important or interesting piece of news that you would like to share with the Association, we are happy to review your submission.

In Remembrance

The heart of our Association lies with our members. Accordingly, we want to honor and respect all members who have passed away. Please send all member obituaries and photos to the magazine so that we can show our respect.

Member Spotlight

Previously published in our Leader's Edge eblast, we are excited that Member Spotlight has recently moved to *Right of Way Magazine*. This column seeks to recognize the dedicated individuals who make up the IRWA. It is a wonderful place to introduce yourself or to celebrate a fellow member's contributions. Feel free to submit yourself or another member for consideration.

Advertising

Another way to contribute to the magazine is to advertise with us. As the official magazine of the IRWA and dedicated solely to right of way professionals worldwide, *Right of Way Magazine* casts a wide net. It provides valuable information to the thousands of subscribers involved in all facets of the industry.

In addition, an advertising contract with us will also mean advertising in the digital edition of our magazine. This not only increases the reach of the magazine, it enables you to forward it directly to potential clients. Our digital magazine is immensely successful and carries the added bonus of click-through functionality to all the links on your ad, allowing readers to directly access your website. For more information on advertising, please review our 2019 media kit, available on the official IRWA website under "publications."

In Summary

For decades, *Right of Way Magazine* has worked hard to bring together the members of IRWA. Our publication has maintained the explicit goal of keeping members informed and up-to-date about IRWA events, as well as industry best practices. Contributing to *Right of Way Magazine* is not only an excellent way to share your passions and your story, it enables you to further our Association's mission and purpose of improving people's quality of life through infrastructure development. ★



Ethel Navales is the Editor of *Right of Way Magazine*. Please send all magazine submissions and inquiries to navales@irwaonline.org