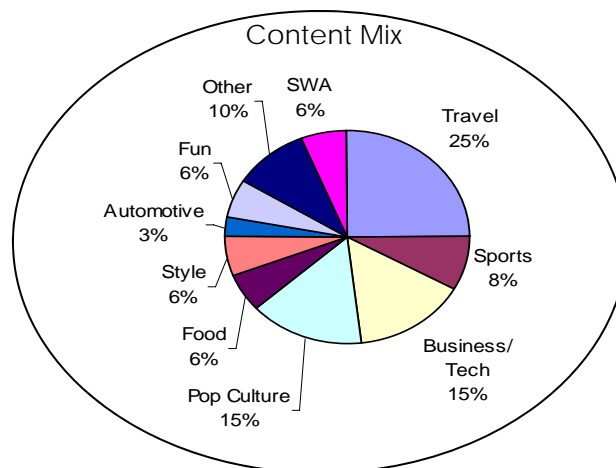




Southwest Airlines *Spirit* Writers' Guidelines 2007



DESIGNED using sophisticated reader-behavior studies, Southwest Airlines *Spirit* is a general interest magazine that appeals to the upscale consumer. We explore a diverse array of subjects, including pop culture, business, personal technology, sports, health, food and drink. Unlike any other magazine in its category, *Spirit* lets its sources—from business leaders to celebrities—speak directly to you, in their own voice.

The magazine is tightly packaged; every piece of copy is created with a layout already in mind. For that reason, we generally don't need ideas for columns or feature stories. We do accept ideas for particular parts of the magazine (see the individual descriptions below).

Please pitch us using the Tip Sheet included at the end of these guidelines. We will pay you for your idea; we'll pay more for information included with your idea. Occasionally, we'll ask you to write complete copy, along with sources and contact information. Start with the Tip Sheet, and include as much information as you can.

Spirit Writers' Guidelines

(Opportunities for freelancers s are in boldface.)

CLICK HERE

The interactive side of Spirit

Throughout the magazine you'll find colored pointer balloons that steer the reader to a particular part of Spirit-mag.com, our innovative new Web site. Nearly every piece of information in the magazine will be actionable. "Click Here" starts the action.



COLLEEN'S CORNER

The president gets personal

Inside information on Southwest Airlines from President Colleen Barrett, along with tips for the Southwest customer.

STAR OF THE MONTH

The airline's best

A short, engaging profile of one of Southwest Airlines' 34,000-plus employees.

FROM THE EDITOR

Focusing the reader's attention

A humorous personal letter that highlights one or two stories and expands upon their themes.

COMING UP IN...

Heads-up on travel, sports, tech...

A highly visual look at the next several months, covering travel, sports and entertainment, technology, and a host of other subjects of special appeal to Southwest passengers. Each item is actionable, with Web links. We're not talking calendar events here. Look for cool product introductions, a date when an important regulation takes effect, a planned merger, an unprecedented travel opportunity, an upcoming movie (with the inside skinny on plot and production). We prefer to start with the month following the issue month—e.g., the January issue "Coming Up In" should cover the period from February through April.



DEAR SPIRIT

Our letters column

The new Spirit is the most interactive magazine of its kind—not just with its Web strategy but with reader participation. Every letter, whether we publish it or not, gets answered.

Spirit Writers' Guidelines

WANT MY ADVICE?

Tips on travel, gear, etc.

We use Spiritmag.com, as well as some prizes, to encourage readers to participate.

SNAPSHOTS

Grab your cell phone!

The Spirit reader feels a connection to the magazine, and expresses it in part through cell-phone photos taken during their travels and emailed to Spiritmag.com.

LOVE LETTER

Personal inspiration

An 800-1,200-word essay written in the second person. It can be a woman writing to her lover, a husband to his wife, a father to his daughter, a human to a dog. The writing must be superb and compelling, of the highest literary value.

THE KNOWLEDGE

Business advice from the leaders

Spirit adds the voice of an entrepreneur, recounting a lesson she or he learned on the way to the top. This is a 500-1,000-word ghost-written piece. You must have access to the entrepreneur before you pitch us.

THE NUMBERS

Useful, fun data for the business traveler

The emphasis now shifts to actionable information with an economic and marketing emphasis, based on trends research by our field editors. Here Spirit picks up the pace with a potpourri of just-in, front-and-center information, with an emphasis on numbers, data, and quick solutions, spanning a range from baby-boomer stats to advertising.

THE BEST ACCORDING TO...

Where to go and what to buy

Research consistently shows that magazine readers prefer material straight from the horse's mouth. So, instead of offering the editors' recommendations for the best values, cocktails, travel destinations, sports events, gadgets and the like, we go to the most passionate experts and judges. In addition, the section gets well-known stars from sports and entertainment to recommend their favorite clothing and gear.



Spirit Writers' Guidelines

WHO/WHAT/WHEN/WHERE/HOW/WHY
Personalities, travel, gear, and how-to

A playful, easily navigable general interest section that segues from a personality ("Who") to a notable object ("What") to an event with a historical emphasis ("When"). "Where" is a very specific destination. "Why" is a short essay that offers a surprising insight into an aspect of life. Finally, "How" gives specific, step-by-step procedures for mastering a cool skill, written by (or ghost-written for) an expert or celebrity. The topics will cover all the major *Spirit* subject areas, from travel to business to entertainment.

Who: 150-500 words. We're looking for surprising people and pieces—unknowns who ought to be famous, or famous people who are doing something unexpected (and hitherto unreported).

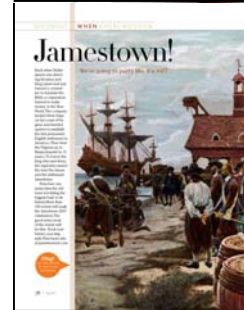
What: 150-300 words. It must be an object that's totally cool, looks intriguing or beautiful, and is available for purchase by the average Southwest passenger.

When: 300 words. A historical destination, preferably with a current peg—Jamestown's 400th anniversary celebration, a Shakespeare fest in Washington, D.C. It must be a Southwest destination.

Where: 300 words. A specific place within a Southwest destination—a place to eat, drink, watch, do, buy, or work. It must be something that only the locals know, it should be a real find, and it should have a bit of a story behind it.

How: 300-800 words. A cool skill that the Southwest passenger has always wanted to learn—how to skip a stone, do a backflip, make an igloo. It should be easily explainable, graphically interesting, reasonably doable, and irresistible. The source must be a human being—an expert or celebrity.

Why: 800-1,500 words. A beautiful essay that explains or justifies something. It should be written in the first person.



Spirit Writers' Guidelines

PLAYTIME

A new way to cover travel

An irresistible, time-based travel feature covering a different Southwest destination every month. Each city gets depicted on a game board, allowing readers to choose activities around times of day.

FEATURES

Drill down into the core topics

The feature well offers the reader's eye to linger on narrative stories and lavish photo spreads, covering travel, pop culture, sports, and health among other subjects. A fun piece on how to talk football might be followed by a beautiful photo essay on the California redwoods, which might be followed by a gear piece on inventions to look for in the next five years. All this is followed every month by a fictional narrative by a top writer—the first serial novel ever published in this category.

THE LIST

Travel with a twist

Each month we ask an expert to provide a list of the best destinations for a particular activity. This section is a twist on the usual listings, which other magazines tend to lift straight from press releases. We cover the widest possible range of destinations, focusing on Southwest markets. Each list should contain at least 40 items.

CALENDAR

A graphic look at the future

Key dates and events for coming two months are rendered graphically, followed by a list of events gathered by our field editors.

FUN

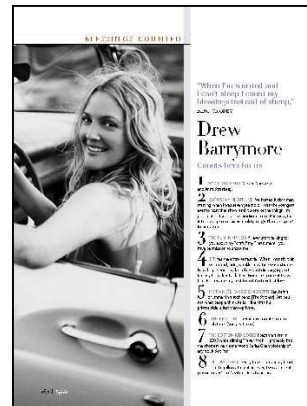
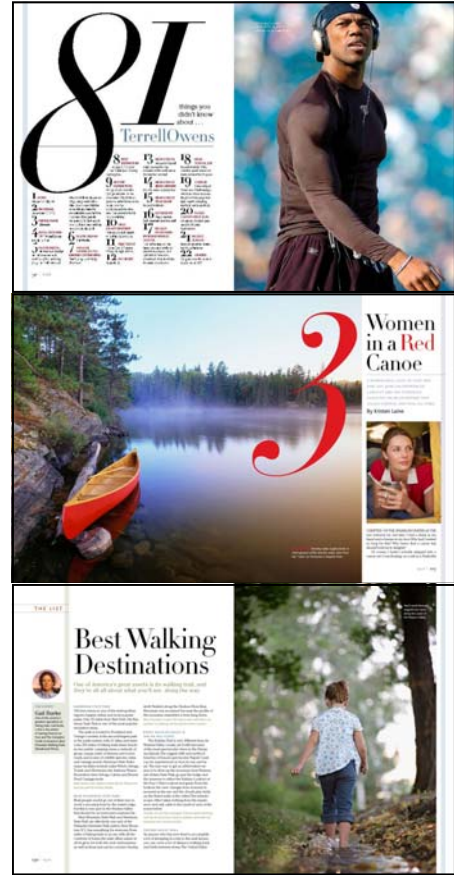
Puzzles and more

The crosswords and puzzles section is the largest and most diverse in the category, and one of the most popular for readers.

BLESSINGS COUNTED

Leaving them inspired

A bit of inspiration as a final gift to readers. We pause to allow a well-known or accomplished person in business or entertainment to give thanks—following the lead of Bing Crosby, who in a popular song counted his blessings.



Spirit Tip Sheet

Send to jay@wildblue.net

Name:

Contact Info:

Working title (be clever!):

Summary:

Where it belongs (circle one)

Ahead
Love Letter
The Knowledge
The Best According To...
The Numbers
Who
What
When
Where
Why
Package feature
Narrative feature
Photo feature
Blessings Counted
Other _____

Photo and layout suggestions:

Facts and Stats:

Sources (including contact info and url's):

Editors' and designers' comments: