

## UAI Contributed Content Guidelines

### Company/Brand Overview

[Utility Analytics Institute](#) (UAI) is a brand within the [Endeavor Business Media](#) organization. Our product/service is bringing together and supporting analytics professionals within the utility industry as they strive to increase their knowledge of utility analytics and use data and data tools to generate insights, process improvements, savings, and new products for their organization to improve the lives of their customers, employees, and their communities.

UAI supports utility analytics professionals through:

- Facilitation of member-led community presentations and conversations.
- Production of high-quality events for networking and continued collaboration where non-members are also encouraged to participate.
- Award recognition for excellence in the utility analytics profession through innovation.
- Research through surveys resulting in analysis reports for evangelism of analytics across their organization.

### About UAI Utility Members

Analytics professionals at various organizational levels and analytics-related expertise within domestic and international utilities or utility-related organizations.

All ownership models, sizes, and services, with the vast majority providing energy generation and distribution.

Educated in areas of energy, utilities, technology, data, and analytics, and in most cases are currently employed in one or more of these areas.

### Target Audience

UAI members

Non-member utility analytics professionals within utilities

Non-member utility-related organizations, solution providers, and higher education

## Tone of Articles

- Self or company promotion is prohibited and will be met with editorial pushback.
- Articles should communicate reliable expertise in the subject matter.
- Content should be more academic in nature as opposed to editorial.
- Utilities are looking for ideas and illumination on how to increase their knowledge of analytics, how it can be applied within the utility industry, and how they can increase their organizational investment in obtaining, storing, and studying data while improving the lives of customers, employees, and their communities.
- UAI members appreciate new ideas, innovative ways of applying best practices along with substantial use cases that include data sources, methodology, and process. They want to know how their peers are approaching daily challenges and opportunities.

## Contributor License Agreement

A contributor license agreement (CLA) will be sent for e-signature to the company representative and the author. A CLA is required for each author and will cover all articles submitted by that author for the company.

Please make the authorized company signer and the author(s) aware an e-signature request is forthcoming, so they will recognize the request. All signers will receive a copy automatically once the CLA has been signed by all parties.

Include the following information with the articles for authors who have not previously signed a CLA:

### Company

- Address
- Authorized Signer's Name
- Authorized Signer's Title
- Authorized Signer's Email

### Author

- Name
- Email

## Format and Structure

1. Articles should be written with SEO in mind.
2. Content must be submitted in Microsoft Word and may include one feature image and up to two graphics that illustrate a concept. See imagery requirements below.
3. Use APA 7 style in articles in regard to in-text citations and reference list. If a Generative AI tool is used to provide results or details, you'll need to cite them just as you would any other source.
4. In addition, use the Content Disclosures\* requirements shown below when any content is created by or directly derived from verbiage produced by a Generative AI tool.
5. Callouts and highlighted quotes must be text, not imagery. We recommend identifying them in the article using the "Intense Quotes" style.
6. Recommended length of submissions is 800-1200 words.
7. Use one space after a period.
8. We will add a line with information about UAI and an internal link.
9. Include canonical URL for articles previously published on your website.
10. We strongly encourage the use of links from Utility Analytics Institute (<https://utilityanalytics.com>) and our sister brand, T&D World (<https://www.tdworld.com>). Outside links will be considered based upon relevancy to content and other considerations.

## Content Disclosures\*

Service Providers must disclose their use of Generative AI tools to write or otherwise generate content that is intended for publication. No more than 20% of published content should be created by or directly derived from verbiage produced by a Generative AI tool. If less than 20% of a piece of content (editorial or non-editorial content for publication) is created by or directly derived from verbiage produced by a Generative AI tool, the AI must be cited as a source. This should be accomplished by adding the following note to the end of the piece, in italics:

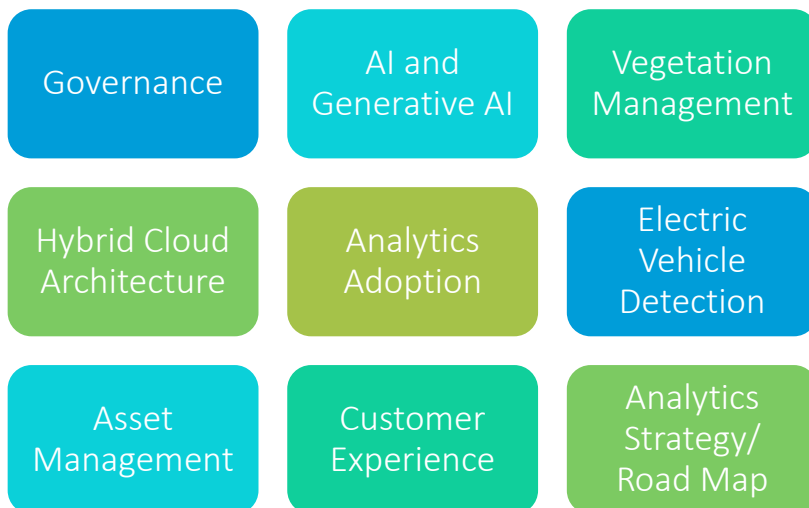
*This article was written with the assistance of artificial intelligence.*

For the avoidance of doubt, Service Providers should not use Generative AI to write or generate content submitted to the Company for publication in its entirety without substantial human input or ideas. Content should be an original creation by the author submitting it. Content created through artificial intelligence should indicate its source.

\*(2023) Endeavor Business Media. Acceptable Use Policy Supplement: Proper Use of Generative AI software applications.

## Topics

The best way to identify popular topics is to actively participate in community conversations and discussions. However, we have listed several topics of interest.



## Editorial Control

Please see the CLA regarding Editorial Control. We do not provide copyedit. However, light editing may occur as deemed necessary to publish. Note: The title and opening paragraph will always be edited on previously published articles for SEO purposes.

## Imagery

High-resolution images must be provided in .png or .jpg format scaled to 1200 x 900 pixels.

You must either own the imagery/graphics or have a license for perpetual publication of them.

Cite the source of ownership and idea (if different) below your original graphics.

UAI can provide a feature image if needed.

## About the Author

- Please provide a one-sentence author bio.
- Please provide a link for the byline. If none is provided, we will use the company website URL.

## Content Promotion

We will post your content on <https://utilityanalytics.com> and forward your article to our EBM-related Energy brands for consideration; publication on EBM-related brands is at each editor's discretion.

UAI will promote your content across UAI social media channels. In exchange, we ask that you promote your content among your social media networks accordingly and tag UAI in all posts:

- LinkedIn: Utility Analytics Institute.
- X (formerly Twitter): @weareuai.
- Facebook: Utility Analytics Institute.

We recommend the authors also follow Utility Analytics Institute on these channels, so they will be able to repost quickly.

**The CLA agreement outlines publication rights for the article.**

## Contact Us

- For member, non-member, press, and outside-of-industry contributions:
  - Sandi Joralemon: [sjoralemon@utilityanalytics.com](mailto:sjoralemon@utilityanalytics.com)
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- For promotional content, content marketing, and content creation opportunities and services, including advertising, web, video, and other online media:
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