

## New York 2017 Client Connections

**PLEASE NOTE: There will be NO same-day or same-week appointment signups. All lottery selections must be made during the Client Connections signup period: April 20-25, 2017**

**Client Connections is open to ASJA members ONLY.**

**The latest clients will be listed at the top.**

### Association

<b>Alan Brown</b>	
<b>Company Category:</b>	Association
<b>Company:</b>	Mechanical Engineering Magazine
<b>Pay Range:</b>	\$0.65-\$1.00 per word, depending on the complexity of the piece.
<b>How Freelancers are used:</b>	articles
<b>Desired Skills:</b>	Good reporting skills; ability to explain complex technologies; good storytelling. Experience covering technology and, ideally, engineering, is a big plus.
<b>Organization Info:</b>	Mechanical Engineering magazine goes out to the 110,000 members of the American Society of Mechanical Engineers and covers technology and engineering, with a focus on the mechanical. Here are some recent articles: <a href="http://bit.ly/2k3mkXH">http://bit.ly/2k3mkXH</a> .

<b>Eric Addison</b>	
<b>Company Category:</b>	Association
<b>Company:</b>	Addison Editorial Services, L.L.C. (National Association of Black Engineers & Morgan State University Magazine)
<b>Pay Range:</b>	\$.50 to \$1.00 per word
<b>How Freelancers are used:</b>	Articles, Idea Generation
<b>Desired Skills:</b>	Familiarity with basic STEM concepts; ability to write about STEM topics for a broad readership; good storytelling skills
<b>Organization Info:</b>	My company provides editorial content for publications of the National Society of Black Engineers ( <a href="http://www.nsbe.org">www.nsbe.org</a> ) and for Morgan Magazine, a publication of Morgan State University ( <a href="http://www.morgan.edu/morganmagazine">http://www.morgan.edu/morganmagazine</a> ), among others.

<b>Rick Buck</b>	
<b>Company Category:</b>	Association
<b>Company:</b>	American Association for Cancer Research
<b>Pay Range:</b>	Varies usually \$1.00/word
<b>How Freelancers are used:</b>	Articles for our patient magazine, press releases.
<b>Desired Skills:</b>	Looking for people who can translate complex cancer research new into lay friendly content. Also looking for speech writers and annual report writing
<b>Organization Info:</b>	The American Association for Cancer Research (AACR) is the world's first and largest professional organization dedicated to advancing cancer research and its mission to prevent and cure cancer. AACR membership includes more than 37,000 laboratory, translational, and clinical researchers; population scientists; other health care professionals; and patient advocates residing in 108 countries.

## Consumer Publication

<b>Allan Richter</b>	
<b>Company Category:</b>	Consumer Publication
<b>Company:</b>	Energy Times and Discover Life
<b>Pay Range:</b>	Approximately 50 cents a word
<b>How Freelancers are used:</b>	We assign articles on health, nutrition, fitness and the environment for two magazines: Energy Times (aimed at readers average age 50) and Discover Life (aimed at millennials).
<b>Desired Skills:</b>	Right now, we need writers for Discover Life who can report and write with authority on extreme fitness routines, such as mud runs, training with monster tires and ropes, Spartan races and the like. We also need writers with insight into the millennial market.
<b>Organization Info:</b>	

<b>David Sparrow</b>	
<b>Company Category:</b>	Consumer Publication
<b>Company:</b>	Parents
<b>Pay Range:</b>	I don't disclose that.
<b>How Freelancers are used:</b>	Contracted writing assignments based on fresh, well-targeted pitches for our millennial mom readers.
<b>Desired Skills:</b>	Crisp writing, sharp reporting, strong packaging skills (multi-component stories)
<b>Organization Info:</b>	It's the old conundrum: to get assignments for Parents, you need to have written about the parenthood experience and/or kids/development, ideally for a national consumer audience. At the least, you should have some national consumer magazine clips that display your voice, style, and approach.

<b>Deborah Baldwin</b>	
<b>Company Category:</b>	Consumer Publication
<b>Company:</b>	This Old House
<b>Pay Range:</b>	\$100-\$1,200
<b>How Freelancers are used:</b>	I do not do a lot of assigning, but I work closely with our deputy editor and editor in chief, who do.
<b>Desired Skills:</b>	Keen understanding of our magazine's content, strong reporting and writing, willingness to work closely with editors on revisions.
<b>Organization Info:</b>	We are unlike most shelter magazines -- less decor-oriented and more practical, more focused on the mechanics of renovations and home improvements.

<b>Jameson Fink</b>	
<b>Company Category:</b>	Consumer Publication
<b>Company:</b>	Wine Enthusiast
<b>Pay Range:</b>	\$1 per word
<b>How Freelancers are used:</b>	As senior digital editor, I'm looking for trend-driven pieces covering everything from wine, beer, cocktails, coffee/tea, and food/recipes to lifestyle/travel. Personal essays that speak to those topics. From 500 to 1,000+ words.
<b>Desired Skills:</b>	Can you bring a new angle to beverage coverage? Example: Beekeepers and brewers working together, beers made with foraged ingredients. And the story focuses on the beekeepers and foraging. (These are two articles I already published.) If you are not a beer expert this is an avenue to take and it also broadens the appeal of the story.
<b>Organization Info:</b>	We have contributing editors all over the country and world covering wine beats. So if you are going to pitch a story on, for example, "The Best Napa Cabs" why would I assign it to you rather than the person who reviews the wines for the magazine and lives in the area? (Don't pitch "Best Napa Cabs" BTW.)

<b>Julia Westbrook</b>	
<b>Company Category:</b>	Consumer Publication
<b>Company:</b>	EatingWell Magazine
<b>Pay Range:</b>	\$1/word
<b>How Freelancers are used:</b>	I work with freelancers to write articles for EatingWell's front of book FRESH section. Stories are typically 75-300 words long, covering health, nutrition, food trends, sustainability, fitness and current events/news as they relate to food.
<b>Desired Skills:</b>	Experience finding and reading scientific studies and interviewing researchers. Ability to communicate scientific findings to audiences in a clear way. Ability to draw a larger conclusion or find a "second-day news" angle to a story Ability to identify growing trends
<b>Organization Info:</b>	Our key pillars are: Food: We offer ideas for a wide variety of meals using diverse flavors. Origins: The local roots of a story is important. However, we are a national publication, so we also aim for broad appeal (ex: does a profile of local innovator represent a larger trend or topic?) Health: Advice is actionable and is science-backed. Studies should be new (ideally no more than 2 years old) and conducted in humans.  See <a href="http://www.eatingwell.com/writers_guidelines">http://www.eatingwell.com/writers_guidelines</a>

<b>Katie Neal</b>	
<b>Company Category:</b>	Consumer Publication
<b>Company:</b>	AMG Parade
<b>Pay Range:</b>	\$.50-\$2 a word
<b>How Freelancers are used:</b>	magazine articles
<b>Desired Skills:</b>	health and wellness experience/expertise
<b>Organization Info:</b>	With a nationwide circulation of 22 million, we look for ideas and stories with very broad appeal.

<b>Lynya Floyd</b>	
<b>Company Category:</b>	Consumer Publication
<b>Company:</b>	Family Circle
<b>Pay Range:</b>	Up to \$2 per word
<b>How Freelancers are used:</b>	Articles within Family Circle magazine.
<b>Desired Skills:</b>	I'm looking for smart, detail-oriented, creative writers who can come up with unique packaging for stories. I'm looking for ideas around mental health, physical health, adult health, teen health, relationships, pets, money, careers and more.
<b>Organization Info:</b>	Family Circle focuses its content to moms of tweens and teens.

<b>Marcelle Soviero</b>	
<b>Company Category:</b>	Consumer Publication
<b>Company:</b>	Brain Child / Brain Teen Magazines
<b>Pay Range:</b>	Print essays \$300 feature articles \$700 and up, online essays \$50
<b>How Freelancers are used:</b>	essays, feature articles, news items, interviews, book reviews, opinion pieces.
<b>Desired Skills:</b>	Strong writer with good sense of the craft of essay writing, and a strong sense of finding the essay "angle"
<b>Organization Info:</b>	We are especially looking for essays between 1000 - 5000 words for 2017 Brain Teen: The Magazine for Thinking Parents. This is our 5th year publishing this award-winning print publication, we are looking for essays about raising a teen(tween) or having been a teen (tween).

<b>Maria Carter</b>	
<b>Company Category:</b>	Consumer Publication
<b>Company:</b>	WomansDay.com and CountryLiving.com
<b>Pay Range:</b>	Personal essays: \$200-\$350 Service articles and roundups: \$500 Features: \$800-1200
<b>How Freelancers are used:</b>	Personal essays, service articles, travel stories, slideshows/galleries, and reported features.
<b>Desired Skills:</b>	Interviewing and reporting; writing succinctly; and having an eye for headlines and story angles that will drive online traffic
<b>Organization Info:</b>	Please have a strong, web-appropriate headline for each story you pitch. I only work with the website (please don't pitch anything intended for print.) WomansDay.com writers guidelines available here: <a href="http://www.womansday.com/life/work-money/a56824/writers-guidelines/">http://www.womansday.com/life/work-money/a56824/writers-guidelines/</a>

## Content Marketing

<b>Aleigh Acerni</b>	
<b>Company Category:</b>	Content Marketing Agency
<b>Company:</b>	Pace Communications
<b>Pay Range:</b>	Pay varies depending by account. The accounts I've worked on tend to hover around 50 cents per word, but fees fluctuate based on the complexity of the assignment and the turnaround time.
<b>How Freelancers are used:</b>	Articles, blog posts, white papers, content marketing, social media, ideation, infographics, quizzes, research, etc.
<b>Desired Skills:</b>	The ability to capture a brand's voice/tone and a basic understanding of SEO as it relates to content.
<b>Organization Info:</b>	Pace is an agency, so our accounts are varied. Right now I'm looking for writers with experience covering real estate, personal finance/money/credit, travel, home improvement, and interior design/home style.

<b>Cam Brown</b>	
<b>Company Category:</b>	Content Marketing Agency
<b>Company:</b>	King Fish Media
<b>Pay Range:</b>	We pay based on level of the writer's expertise, and whether they are included in the upfront strategy work. Each deliverable (whether article content, event emcee/keynote, Webinar expert, social media production, Website content, etc is treated as separate projects, and detail around each is agreed to with the writer prior to start. We arrive at price collaboratively with the writers.
<b>How Freelancers are used:</b>	Please see above - in short, we rely on freelancers for most program elements. And we sell based on annual programs, not one-off projects.
<b>Desired Skills:</b>	Our experts have a seat at the strategy table from program kick-off, so ability to listen, ask smart questions, help refine a client's strategic direction, build agreement. All ASJA freelancers have delivered on time and on budget, so that's a given. In some case, we ask for modest travel (never more than 36 hours).
<b>Organization Info:</b>	We are looking for senior writers/market experts primarily in the categories of Financial Services, Technology, Pharma/Life Sciences, Health/recipe development.

<b>Lori Greene</b>	
<b>Company Category:</b>	Content Marketing Agency
<b>Company:</b>	LPG Enterprises
<b>Pay Range:</b>	Variable depending on the client
<b>How Freelancers are used:</b>	To write articles and blog posts
<b>Desired Skills:</b>	Tech writers and writers with marketing/advertising specialities
<b>Organization Info:</b>	1 project manage content creation for brands



<b>Molly Berry</b>	
<b>Company Category:</b>	Content Marketing Agency
<b>Company:</b>	Skyword
<b>Pay Range:</b>	Skyword works with a wide range of clients that offer compensation from \$150 to \$800 per article depending on subject matter, word length, and the type of content. We've also expanded content types over the last few years to include white papers, ebooks, and infographics that naturally are compensated at a higher rate. Skyword pays per assignment (not per word), and all payments are made through PayPal and are sent out twice a month.
<b>How Freelancers are used:</b>	Skyword works exclusively with freelance writers to create a variety of content—primarily web articles, but also case studies, white papers, ebooks, infographics, videos and more. Web articles can typically range from 300-800 words in length, but can be longer depending on the client.
<b>Desired Skills:</b>	Skyword values all specializations because our clients are so diverse. We work with companies in B2B and B2C tech, finance, lifestyle, healthcare, real estate, education, and more. We also work with clients in 12 languages, so international writers are welcomed. We offer bylined and ghostwritten opportunities. We're also interested in writers who are engaged in their social networks and who are excited about sharing the content they create.
<b>Organization Info:</b>	Although being a generalist can be advantageous at times, many of Skyword's clients are looking for subject matter experts within their respective industries. It's helpful for our contributors to highlight their areas of expertise and to provide samples that exemplify their knowledge in the space. Industry experience, in addition to writing experience, is something more of our clients are looking for, but is not necessarily required.

## Custom Publication

<b>Hannah Doyle</b>	
<b>Company Category:</b>	Custom Publication
<b>Company:</b>	Endless Vacation
<b>Pay Range:</b>	\$1.25 for print/ \$1 for web
<b>How Freelancers are used:</b>	articles and news items for FOB pages
<b>Desired Skills:</b>	beauty products, travel gear, newsy background. must be well-researched, fact-checked, and well reported.
<b>Organization Info:</b>	We are a b2c magazine, and as such need to not include information that would compete with our client, RCI, a timeshare travel company.

<b>Katherine Botkin</b>	
<b>Company Category:</b>	Custom Publication
<b>Company:</b>	MultiLingual magazine
<b>Pay Range:</b>	Ordinarily, ten cents per word; articles range from 700-3500 words.
<b>How Freelancers are used:</b>	We use freelancers to produce some articles that touch on global events from a language industry perspective. We also publish blog posts from freelancers, although those have a lower pay rate.
<b>Desired Skills:</b>	Familiarity with the localization industry, translation or interpreting, as well as minority/endangered languages, cultural nuance and how global geopolitics affect business.
<b>Organization Info:</b>	We serve the localization industry. Our readers include CEOs and project managers in language services; globalization specialists; and translation students and teachers. Freelancers who are not directly in the industry have written excellent articles for us on related subjects they were knowledgeable on, such as an overview of Eastern European finances and politics; caring for Syrian refugees in Greece; and Brexit. We occasionally publish linguistic articles.

<b>Nicole Ortiz</b>	
<b>Company Category:</b>	Custom Publication
<b>Company:</b>	Best Lawyers
<b>Pay Range:</b>	We typically pay writers \$1 per word.
<b>How Freelancers are used:</b>	Write editorial and advertorial articles for our print publications (multi-monthly magazines, quarterly magazines, and annual magazines). We also have an online publication, but it's unpaid contributions only for now.
<b>Desired Skills:</b>	Experience with interviews and research; must have an understanding of the legal field; experience with more niche topics is helpful (tech, business, etc.); ability to chase a story and sources to provide an engaging piece.
<b>Organization Info:</b>	We produce multiple monthly custom publications that focus on specific regions across the country, where we often need advertorial pieces written (lawyer profiles, etc.) as well as editorial components that highlight lawyers or specific court cases. We produce quarterly magazines called the Business Edition, which is a mix of business in the legal field, and similarly themed annual publications that are done with U.S. News & World Report.

## Literary Agent/ Book Editor

<b>Cara Bedick &amp; Lara Blackman</b>	
<b>Company Category:</b>	Literary Agent/Book Editor
<b>Company:</b>	Touchstone Books/Simon & Schuster
<b>Pay Range:</b>	Advance
<b>How Freelancers are used:</b>	Authors, professional writers
<b>Desired Skills:</b>	Health & wellness, cooking, science, self-help
<b>Organization Info:</b>	<a href="http://www.simonandschusterpublishing.com/touchstone/">http://www.simonandschusterpublishing.com/touchstone/</a>

<b>Dan Gerstein</b>	
<b>Company Category:</b>	Literary Agent/Book Editor
<b>Company:</b>	Gotham Ghostwriters
<b>Pay Range:</b>	We work on agency model and negotiate fees on behalf of the writers we place with clients.
<b>How Freelancers are used:</b>	Our agency finds writing partners for authors, speakers, thinkers, businesses, and organizations that are producing long-form smart content. The heart of our work is in books, but we also help clients produce speeches, white papers, reports, op-eds, etc.
<b>Desired Skills:</b>	We are especially interested in writers who have deep experience in high-demand genres and deep knowledge in high-profile industries and issues. Most of the book projects we're placing writers on fall into business, technology, thought leadership, health and wellness, and memoir.
<b>Organization Info:</b>	We are the country's premier ghostwriting agency and have an unmatched ability to bring interesting, rewarding work to the editorial pros in our network.

<b>Dawn Michelle Hardy</b>	
<b>Company Category:</b>	Literary Agent/Book Editor
<b>Company:</b>	Serendipity Literary Agency
<b>Pay Range:</b>	Book deal advances have a wide range.
<b>How Freelancers are used:</b>	I work with freelancers to pitch articles to media outlets for articles and profiles. Ghost writing.
<b>Desired Skills:</b>	narrative non-fiction, investigative journalism, sports journalism
<b>Organization Info:</b>	As an agent I am looking for investigative journalist, best-in-class professionals and educators in a variety of fields, an engaging and outspoken cultural critic, pop-culture, sports or music enthusiast with a 'hip' idea from an untold vantage point. Creatives who use art as activism. Loud millennials, women and multicultural voices looking to better the world through their writing.

<b>Debbie Carter</b>	
<b>Company Category:</b>	Literary Agent/Book Editor
<b>Company:</b>	Waverly Place Literary Agency
<b>Pay Range:</b>	\$100K+
<b>How Freelancers are used:</b>	I don't engage consultants but will help clients find freelance services in editorial and marketing.
<b>Desired Skills:</b>	Advanced writing skills, an awareness of audience supported by research of competitive titles. Which books, as well as content in other media, are competing for your readers? Writers of narrative must be fluent in dramatic structure.
<b>Organization Info:</b>	Seeking proposals & mss In trade narrative nonfiction about extraordinary people & experiences & obsessions; travel; home & lifestyle; NYC, Americana, pop culture; music & the arts (nonfiction exclusions: medicine, psych, science, tech, business, politics, religion/spirituality), Fiction for adults, teens & children: multicultural, literary, mystery, thriller, historical, story collections.

<b>Ellen Scordato</b>	
<b>Company Category:</b>	Literary Agent/Book Editor
<b>Company:</b>	Stonesong
<b>Pay Range:</b>	\$5K to \$30K
<b>How Freelancers are used:</b>	We have two main divisions: the literary agency represents authors and ghostwriters/collaborators; the production services division puts together teams of freelancers for book projects.
<b>Desired Skills:</b>	Book proposal writing; ghostwriting/collaboration.
<b>Organization Info:</b>	Stonesong has been in business for 40+ years. We specialize in nonfiction with strong markets, especially prescriptive nonfiction with commercial appeal. How to do things better, how to live life better and more beautifully.

<b>Keith Wallman</b>	
<b>Company Category:</b>	Literary Agent/Book Editor
<b>Company:</b>	Lyons Press
<b>Pay Range:</b>	Royalty-based book contracts with advances against royalties at the midsize, independent book-publisher level.
<b>How Freelancers are used:</b>	I approach writers for potential book projects when in-house generated book ideas match their subject areas and talents. I also field writers' own book proposals in the categories I publish.
<b>Desired Skills:</b>	Writers who can do long-form narratives or spread-based collections on topics in American history, Americana, historical crime, and sports.
<b>Organization Info:</b>	Lyons Press specializes in American history, Americana, sports, nature and pets, and fishing and hunting. We publish book-length narratives as well as topic-based non-narrative books. Lyons Press acquires books through agent-and-author submissions in our categories, as well as through commissioning books based on our own ideas. In commissioning, we ask writers to prepare a book proposal for final consideration and approval by our editorial board.

<b>Leila Campoli</b>	
<b>Company Category:</b>	Literary Agent/Book Editor
<b>Company:</b>	Stonesong
<b>Pay Range:</b>	Commission
<b>How Freelancers are used:</b>	We work with freelancers on idea generation, proposal writing, and manuscript ghostwriting and developmental editing.
<b>Desired Skills:</b>	Great writing, interesting ideas, platform proof/potential.
<b>Organization Info:</b>	Leila Campoli represents prescriptive and narrative nonfiction projects in business, science, technology, history, current events, and self improvement. Her ideal author has a strong platform, groundbreaking ideas, and unique style. She's particularly interested in books that offer a window into remarkable lives and little known operations.

<b>Linda Konner</b>	
<b>Company Category:</b>	Literary Agent/Book Editor
<b>Company:</b>	Linda Konner Literary Agency
<b>Pay Range:</b>	N/A
<b>How Freelancers are used:</b>	N/A
<b>Desired Skills:</b>	Experience writing (published) nonfiction books and book proposals.
<b>Organization Info:</b>	Nearly all the books I represent are written by or with an expert with a big author platform already in place. Best way to work with me is to bring me such an author and plan on working with him/her on a new book.

<b>Regina Ryan</b>	
<b>Company Category:</b>	Literary Agent/Book Editor
<b>Company:</b>	Regina Ryan Publishing Enterprises, Inc.
<b>Pay Range:</b>	N/A
<b>How Freelancers are used:</b>	N/A
<b>Desired Skills:</b>	good writing
<b>Organization Info:</b>	I am interested in nonfiction only: well-written narrative nonfiction, architecture, history, politics, natural history (especially birds), science, the environment, women's issues, parenting, cooking, psychology, health, wellness, diet, fitness, lifestyle, sustainability, cooking, popular reference, and leisure activities including sports, travel, and gardening.

<b>Rita Rosenkranz</b>	
<b>Company Category:</b>	Literary Agent/Book Editor
<b>Company:</b>	Rita Rosenkranz Literary Agency
<b>Pay Range:</b>	N/A
<b>How Freelancers are used:</b>	N/A
<b>Desired Skills:</b>	Adult non-fiction authors with clear ideas about how their book fits into the marketplace and how they can promote their work.
<b>Organization Info:</b>	I represent health, history, parenting, music, how-to, popular science, business, biography, sports, popular reference, cooking, writing, spirituality, memoir and general interest titles. I look for authors who are well paired with their topic for personal or professional reasons. I work with regional publishers for niche books as well as major houses for big idea books. <a href="http://www.ritarosenkranzliteraryagency.com">www.ritarosenkranzliteraryagency.com</a>



<b>Roger Williams</b>	
<b>Company Category:</b>	Literary Agent/Book Editor
<b>Company:</b>	Roger Williams Agency
<b>Pay Range:</b>	Agency commissions apply
<b>How Freelancers are used:</b>	Literary rights management
<b>Desired Skills:</b>	Will consider book projects.
<b>Organization Info:</b>	Currently, I am interested in looking for non-fiction projects in the following categories: History and military history, biography and socially, or historically relevant autobiography/memoir, “big think” business concepts, marketing, communications and consumerism, current events and social policy, health, body, mind & spirit, psychology and relationships. For more information, visit <a href="http://www.rogerwilliamsagency.com">www.rogerwilliamsagency.com</a>

<b>Sonali Chanchani</b>	
<b>Company Category:</b>	Literary Agent/Book Editor
<b>Company:</b>	Folio Literary Management
<b>Pay Range:</b>	With respect to collaborators and ghostwriters, pay varies greatly depending on the project and the writer's experience.
<b>How Freelancers are used:</b>	We use collaborators and ghostwriters to help generate proposals and full-length manuscripts, and of course we welcome them to present ideas and projects of their own and/or work with authors to develop ideas.
<b>Desired Skills:</b>	Skills relevant to writing proposals and manuscripts (including researching and interviewing, and with a particular mind to voice, structure, and direction).
<b>Organization Info:</b>	Folio's authors frequently work with collaborators and ghostwriters on nonfiction projects. Our authors are often experts in their fields and their projects range from prescriptive to narrative to memoir. I'm personally also interested in working with journalists who are developing book-length narrative or investigative projects of their own (and I'm especially interested in anything with a social justice or current affairs bent).

<b>Steven Harris</b>	
<b>Company Category:</b>	Literary Agent/Book Editor
<b>Company:</b>	CSG LITERARY PARTNERS
<b>Pay Range:</b>	Commission
<b>How Freelancers are used:</b>	I do not work with freelancers.
<b>Desired Skills:</b>	Salable book projects that would most likely sell to book publishers
<b>Organization Info:</b>	We specialize in guiding the careers of our authors, and our strong industry contacts allow us to pair each book and author with the perfect editor and publisher. Genres of interest are: Current Events, Career, Reference, Biography, Business/Investing/Finance, Cookbooks, Humor, Mind/Body/Spirit/Inspiration, History, Health, Lifestyle, Memoir and Children's Non-Fiction, but only if heavily platformed!, Pop Culture, Self-Help, Sports, Science

## Nonprofit

<b>Jonathan Block</b>	
<b>Company Category:</b>	Nonprofit
<b>Company:</b>	MedShadow Foundation
<b>Pay Range:</b>	50 cents per word
<b>How Freelancers are used:</b>	Write 1000 word max feature articles dealing with medications and side effects
<b>Desired Skills:</b>	health/medical knowledge
<b>Organization Info:</b>	MedShadow is a non-profit that aims to empower consumers to take more control of their health care by providing news, features and information about the risks and benefits of prescription and OTC drugs, as well as supplements.

## Online Publication

<b>Dan Butcher</b>	
<b>Company Category:</b>	Online Publication
<b>Company:</b>	eFinancialCareers
<b>Pay Range:</b>	Varies.
<b>How Freelancers are used:</b>	Articles/blogs
<b>Desired Skills:</b>	Knowledge of the financial services industry
<b>Organization Info:</b>	Investment banking, corporate banking, wealth management, asset management, hedge funds, private equity, professional services/audit, management consulting and fintech

<b>Ilan Greenberg</b>	
<b>Company Category:</b>	Online Publication
<b>Company:</b>	Coda Media
<b>Pay Range:</b>	Approximately 50 cents a word but this is currently under review for a possible increase
<b>How Freelancers are used:</b>	We use professional journalist freelancers for dispatches, features, short videos, and photography.
<b>Desired Skills:</b>	Writing, videography, and familiarity with the topics we cover
<b>Organization Info:</b>	Coda Story is a single-issue web platform that puts a team of journalists on one crisis at a time and stays with it, providing unique depth, continuity and understanding to events that shape our world. Coda is for those who believe that understanding a crisis is essential to addressing it and those who want to know what happened after the spotlight moved on.

<b>Irene Huhulea</b>	
<b>Company Category:</b>	Online Publication
<b>Company:</b>	WayUp.com
<b>Pay Range:</b>	\$50-\$100 per article, for stories of 500-750 words
<b>How Freelancers are used:</b>	Our freelancers write and pitch blog posts and articles.
<b>Desired Skills:</b>	Strong writing skills and ability to meet deadlines.
<b>Organization Info:</b>	We're a careers focused website for young professionals.

<b>Joel Lyons</b>	
<b>Company Category:</b>	Online Publication
<b>Company:</b>	A Plus (aplus.com)
<b>Pay Range:</b>	10-20 cents per word.
<b>How Freelancers are used:</b>	Articles with varying levels of research, conducted interviews, and multimedia elements, such as shooting video, taking photos, or otherwise securing artwork for these features.
<b>Desired Skills:</b>	Our main topic areas are News and Awareness; Life, which includes Fashion and Beauty, Lifestyle, Relationships and Family; and Arts and Entertainment, which includes Culture, Sports and Entertainment.
<b>Organization Info:</b>	A Plus' mission is positive journalism, which highlights empathy, expression, empowerment and awareness. "On-brand" articles fit within these themes; find positive angles in "doom and gloom journalism"; "play nice" with other content; have potential to be shared widely. Best recommendation is to thoroughly explore the site to get a feel for the kind of stories we write.

<b>Lilly Dancyger</b>	
<b>Company Category:</b>	Online Publication
<b>Company:</b>	Narratively
<b>Pay Range:</b>	\$150 for personal essays, starting at \$200 for reported pieces, going up from there for in depth/extensive work.
<b>How Freelancers are used:</b>	Articles, personal essays, features
<b>Desired Skills:</b>	Great narrative writing skills, and the ability to find a new, fresh take on a story
<b>Organization Info:</b>	We do not publish op-eds or quick aggregated news write-ups -- all of our reported pieces are based on original reporting and have to be a brand new, exciting, surprising story. Personal essays also need to be new -- if I've heard something similar before, I won't be interested.

<b>Maria Pedone</b>	
<b>Company Category:</b>	Online Publication
<b>Company:</b>	American Express
<b>Pay Range:</b>	80-1500
<b>How Freelancers are used:</b>	Articles, whitepapers, video, graphic design
<b>Desired Skills:</b>	To be able to think high level strategy as well as management/operations
<b>Organization Info:</b>	Financial services company looking for someone with global business experience, who can write on overall market trends but still make content relevant to all business sizes

<b>Nick Clunn</b>	
<b>Company Category:</b>	Online Publication
<b>Company:</b>	Forbes Brand Productions
<b>Pay Range:</b>	\$850 for an article of 600 to 900 words. We mostly assign articles of this length.
<b>How Freelancers are used:</b>	Forbes Brand Productions creates custom content for Forbes advertisers and publishes the work in the form of native ads on Forbes.com. Our freelance writers mostly write articles, but also occasionally research and outline infographics.
<b>Desired Skills:</b>	We're interested in meeting writers who specialize in one of the following topics: personal tech, business tech, personal finance, business finance and the environment. We'd also like to meet writers who are experts in researching and outlining infographics.
<b>Organization Info:</b>	Forbes Brand Productions collaborates with brands when coming up with story ideas and developing content. We work with writers who are comfortable with this approach. That being said, most of our work resembles top-notch editorial, and we count on our writers to produce work that rises to that level of quality.

<b>Richard Eisenberg</b>	
<b>Company Category:</b>	Online Publication
<b>Company:</b>	PBS Nextavenue.org
<b>Pay Range:</b>	Varies
<b>How Freelancers are used:</b>	articles and blogs
<b>Desired Skills:</b>	For my channel: personal finance and career stories for people 50+. Our site also runs pieces on Health, Caregiving and Lifestyle for that demo.
<b>Organization Info:</b>	We publish new content daily for our 50+ readers. Much of it is service; some of it is entertaining or inspirational. Our Money and Work stories also run on Forbes, MarketWatch and Huffington Post. We need to see samples of your work.

<b>Sarah Toland</b>	
<b>Company Category:</b>	Online Publication
<b>Company:</b>	Excelle Sports
<b>Pay Range:</b>	\$150-\$200 per digital story
<b>How Freelancers are used:</b>	Articles
<b>Desired Skills:</b>	Investigative reporting on women's sports, ability to break news in women's sports
<b>Organization Info:</b>	We cover all women's sports, but our readers are particularly invested in gymnastics, tennis, soccer and basketball. We are looking for features that reveal the issues, topics and controversies in these sports.

<b>Scott Dodd</b>	
<b>Company Category:</b>	Online Publication
<b>Company:</b>	Grist
<b>Pay Range:</b>	Variable, depending on assignment and experience
<b>How Freelancers are used:</b>	Feature articles and special investigations/projects
<b>Desired Skills:</b>	Environmental and science journalism
<b>Organization Info:</b>	It depends on the subject, but in general, Grist looks for an optimistic, irreverent voice and seeks stories that aren't just about problems but also examine solutions

<b>Tanya Steel</b>	
<b>Company Category:</b>	Online Publication
<b>Company:</b>	Clean Plates
<b>Pay Range:</b>	Range varies but \$250 and up
<b>How Freelancers are used:</b>	Articles, recipes, videos, social media, design
<b>Desired Skills:</b>	Strong reporting and writing skills, food, nutrition and health knowledge, digital basics
<b>Organization Info:</b>	We are always seeking stories that provide information they didn't know or wouldn't have found easily, and they provide valuable takeaways

## Trade Magazine

<b>Barry Block &amp; Hermine Block</b>	
<b>Company Category:</b>	Trade Magazine
<b>Company:</b>	Podiatry Management Magazine
<b>Pay Range:</b>	\$350-\$450
<b>How Freelancers are used:</b>	articles
<b>Desired Skills:</b>	Ability to customize articles to podiatry
<b>Organization Info:</b>	Podiatry Management is the national business and practice management magazine for podiatrists. PM is published 9 times a year. We buy original articles and reprints. Sample articles are posted on <a href="http://www.podiatrym.com">www.podiatrym.com</a>

<b>Lauren Muskett &amp; Katrina Arabe</b>	
<b>Company Category:</b>	Trade Magazine
<b>Company:</b>	Inbound Logistics
<b>Pay Range:</b>	Start at \$.50 per word.
<b>How Freelancers are used:</b>	We use freelancers for case studies, custom white papers, features and news items.
<b>Desired Skills:</b>	Experience in supply chain and logistics.
<b>Organization Info:</b>	Established in 1981, Inbound Logistics magazine was the first publication to champion the concept of logistics and supply chain management. Today, any way and anywhere readers want it, Inbound Logistics media's mission is to help an ever expanding audience of best logistics practitioners better align supply to demand and maximize corporate value.

<b>Misha Volf</b>	
<b>Company Category:</b>	Trade Magazine
<b>Company:</b>	Metropolis magazine
<b>Pay Range:</b>	\$300/article
<b>How Freelancers are used:</b>	Development of native content for advertisers
<b>Desired Skills:</b>	Architecture, Design, Urbanism
<b>Organization Info:</b>	We are a legacy print and online magazine in our 4th decade of publication. We present stories about architecture and design through a socio-cultural, political lens, with high quality writing and original art and photography.

## University/ Alumni Publication

<b>Abigail Beshkin</b>	
<b>Company Category:</b>	University/Alumni Publication
<b>Company:</b>	Columbia Business School, Alumni Magazine
<b>Pay Range:</b>	For the magazine, which comes out twice a year, we pay about \$0.75-\$1.00 a word.
<b>How Freelancers are used:</b>	Usually features for the magazine, sometimes profiles for the website or web-exclusive stories like Q&As.
<b>Desired Skills:</b>	In addition to good reporting and writing, I like to work with writers who are willing to dig in and help me shape the idea for the story. For instance, I recently assigned an environmental writer to write about climate change and the protected food shortage, and she was able to provide me with the lead and tell me one area that absolutely had to be covered. I give direction, but often prefer that a story be more of a collaborative process when it is a large topic.
<b>Organization Info:</b>	Our readers and interview subjects are very busy, and also detail-oriented and specific about how they are portrayed. We work very hard to find a balance between being journalistic and portraying all sides of an issue but also making sure that the reader is happy with the final



<b>Jordan Lite</b>	
<b>Company Category:</b>	University/Alumni Publication
<b>Company:</b>	Weill Cornell Medicine
<b>Pay Range:</b>	\$1/word
<b>How Freelancers are used:</b>	Our freelancers largely report on new research by our faculty and sometimes on patient stories for our online newsroom. We also utilize freelancers for pieces in our alumni magazine.
<b>Desired Skills:</b>	Ability to translate complex scientific information into compelling and understandable prose Interviewing/reporting experience in healthcare settings
<b>Organization Info:</b>	Weill Cornell Medicine is committed to excellence in patient care, scientific discovery and the education of future physicians in New York City and around the world.

<b>Peter Wiegand</b>	
<b>Company Category:</b>	University/Alumni Publication
<b>Company:</b>	Columbia Business School, 'Ideas at Work'
<b>Pay Range:</b>	Article fees typically range from between \$650 for a short, lightly reported blog post to \$1500 for a robust, heavily reported feature.
<b>How Freelancers are used:</b>	For this publication, freelancers typically produce online-only articles, but I also connect freelancers with our centers to produce white papers, profiles and blog posts.
<b>Desired Skills:</b>	Backgrounds in business, finance, economics, social psychology, and technology are all a major plus, as well as writers that are familiar and comfortable with academic research in the social sciences, statistical methods, economic modeling, and data-based journalism.
<b>Organization Info:</b>	Our articles focus on recent research conducted by the school's faculty in the wider context of contemporary business and policy. Common topic areas include: securities valuation, financial regulation, financial technology including blockchain (fintech), economic impact of climate change and private sector approaches to climate change, supply chain management, brand management, consumer behavior, interpersonal communication and teamwork, diversity in the workplace, entrepreneurship, and healthcare.