The RAINBOW
THE COLOR COMPUTER MONTHLY MAGAZINE

TO THE PROSPECTIVE RAINBOW CONTRIBUTOR . . .

THANK YOU for your interest in contributing to THE RAINBOW. *Primarily, we are looking for articles and programs for the Tandy Color Computer.* But, from time to time, we use other material, including cartoons, color photographs and original art for our covers. If you have something you are interested in submitting to us, please feel free to contact us about it.

Since THE RAINBOW is a "computer-specific" magazine, published expressly for the Tandy Color Computer, we do not solicit general interest computer articles. Rather, our most successful authors will be those who have become familiar with both the "CoCo" and THE RAINBOW prior to submitting material. As to articles and programs, we are interested in what you may wish to tell our readers and we hope the following guidelines will assist you in preparing a submission.

FORMAT: Unless the program accompanying your submission is less than 10 lines, *we must have the program itself on tape or disk.* We will print out the listing to our specifications. We simply cannot take the time to key in (and debug our typing errors) material which is longer than that. Editorial copy should also be included on tape or disk, using any of the word processors currently available for the Color Computer. However, *please also include a double-spaced hard copy* of your editorial material and hard copy of your program listing. Please do not send in all capital letters; *use upper- and lowercase.* It is a big help to us in typesetting for you to send your article saved on tape or disk using the ASCII option, but we must have, at the very least, a double-spaced hard copy of the article. Please number the pages, put your name on every page, and collate (tear printout pages apart and remove perforations). If your program is in machine language, we must have a tape or disk save of the *source code* as well as a working, assembled version of your program.

AUDIENCE: Since it is the largest magazine devoted to the Color Computer, THE RAINBOW has a wide-ranging audience. However, *a great many CoCo owners are new to computing* and are vastly more interested in how a program works than how you developed it. Examples should be good and included in the editorial copy. The old "KISS" adage, "keep it simple, stupid" applies. Explain how to run and load the program. Lead the reader through it step by step. Keep jargon to a minimum. The phrase "runs at 600 Baud" is meaningless to a lot of people, but the phrase "runs at 600 Baud, the speed that the CoCo uses to send information to the printer" tells the reader something.

WHAT TO WRITE: Anything with a practical application. If it interests you, it will probably interest a lot of others. However, *we vastly prefer articles with accompanying programs* which can be entered and run. The more unique the idea, the more appeal. And, no bugs, please. If there is one, we (and you) will hear about it. We can prepare finished tables, diagrams and schematics from your rough draft, *if* you provide legible copy and full directions. We have a continuing need for short articles with short listings. These are especially appealing to our many beginners.

PAYMENT: We pay on the basis of what the submission is worth to us and THE RAINBOW's readers. Sometimes a very short article and program are worth more than one four times as long. Don't pad editorial copy in an effort to make your submission look longer and more expensive. At the same time, don't under-explain when more detail is necessary. We pay less when we have to do heavy editing. And, if you have some sort of idea what you want to be paid, don't hesitate to ask (we might even agree with you). Finally, if you simply wish to make a submission without remuneration, tell us that, too.

DETAILS: Clearly mark the *minimum* memory size of the Color Computer system needed to run your submission and whether it requires Extended Color BASIC, Disk BASIC, or other special system requirements (such as OS-9). As to printers, the editorial copy must clearly indicate the lines where control codes are used and what printer you are using. Tell what the control codes do in order that those with other brands of printers can change the control codes to suit their own needs. Also, if you use the "speedup *POKE*," be sure to mention it and indicate where in the program it is located.

REVIEWS: While we are always in need of qualified reviewers, *please do not submit unsolicited reviews*; we cannot use them. Rather, send a letter to our reviews editor stating your qualifications, the equipment you have (sometimes a piece of software may need very specific equipment, and if you have that given system, that review may be made to order for you), and any other information of interest, such as ages of children (in case we have educational programs targeted for specific age groups), as well as anything else that we should note. When our reviews editor receives a new item that appears to match your qualifications, you may get an assignment. Just for the record, though, we pay only a modest expense fee to reviewers; while it's a good way to "break into print," our reviewers do it for fame, not fortune.

REPRINTS: We purchase all rights, title and interest to your material, including the right, without further consideration, to include your material on our RAINBOW ON TAPE and to reprint it in other forms such as a "Best of Rainbow" or otherwise. When we decide to purchase your material, you will be asked to sign a contract that covers these and other considerations in detail.

NOTIFICATION: You will receive a post card from us with an acknowledgement that your submission has been received. Then, depending on what our time factors are here, it could be up to 90 days before you get any definite word. We are sorry about this time lag, but we do get a large number of submissions, and we want to give each one of them careful consideration. Since we make these decisions pretty close to deadline sometimes, we do ask that you respond to any inquiry we make about your submission as quickly as possible.

MULTIPLE SUBMISSIONS: Don't do it. We do not wish to consider any material being simultaneously submitted to other publications. In another sense of the term "multiple submissions," *we advise that if you are sending in more than one article that you submit them in separate envelopes with separate cover letters.* It is false economy to send several articles and programs all saved on one disk, because while one portion is being considered the others on the same disk are, in effect, taken out of the editorial evaluation flow.

COVER LETTER: All successful authors provide a "cover letter" to the editor succinctly stating in the first paragraph the program name, what it does, who would be interested, and why we should use it. *Be brief and to the point in this all-important opening statement.* In subsequent paragraphs, indicate any other influencing factors such as time-value, compensation expected and other details. A submission without a carefully crafted cover letter is at a great disadvantage, for this is the place to "toot your own horn" — briefly. Don't assume our submission evaluators will automatically recognize how good your material is unless you crow a bit.

QUERIES: We will respond to query letters and, if you have something that may be a little off the wall, that may be the best way to go. However, be advised that a response to a query also takes some time and the answer is usually positive. In short, we really need to see your submission in order to make a decision.

PROBLEMS: We will not debug programs for readers, but we will help with what appears to be a real problem. Usually, we will forward such problems to you. A quick response is really appreciated by us and the reader (with a copy to us so we can make a "correction" in the magazine if necessary). We *will not* overburden you with this sort of thing.

THE RAINBOW has a fantastic acceptance by its readers, and this is so because of the quality of its content. We depend on submissions to keep quality high. While we will do some editing of your submission, we look to you to help us to continue to grow and provide the best material for Color Computer users.

If you have further questions, please call or write our submissions editor, Ms. Jutta Kapfhammer. She can be reached at (502) 228-4492.
Again, thank you, and do keep following THE RAINBOW.

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Jim Reed
Managing Editor

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HERE'S SOME INSIDE INFORMATION . . .

. . . on the upcoming events and schedules for **the Rainbow**.

First of all, here are the RAINBOWfest schedules: Chicago, Illinois – May 23-25; Princeton, New Jersey – October 17-19. While details are far from being firmed up, exhibit times are expected to be 7 to 10 p.m., Fridays; 10 a.m. to 6 p.m., Saturday; and 11 a.m. to 4 p.m., Sundays. Watch the magazine for more information, but do mark your calendar and plan to join us.

Also, the upcoming 1986 issues of **the Rainbow** will focus on a particular theme. Although we aim for a wide mix of topics in every issue, we are booking articles according to the following thematic schedule:

January	Beginners Issue
February	Utilities Issue
March	Business/Finance Issue
April	Surprise Issue
May	Printers Issue
June	Music Issue
July	Anniversary Issue
August	Games Issue
September	Education Issue
October	Graphics Issue
November	Data Communications Issue
December	Holiday Issue

To the extent that you can adapt your future offerings to these themes, we will appreciate it. Any articles or programs submitted for these particular themes must be received on or <u>before</u> — preferably before the first of the month, and three months in advance. For example: If you are submitting an article for the June issue, it must arrive on or before March 1st.

Thank you very much for choosing **the Rainbow** to review your material for possible publication. With your help, we will continue to grow both in quantity and quality.

Most sincerely,

Jutta Kapfhammer

Jutta Kapfhammer
Submissions Editor

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