



Editing a Magazine

GETTING STARTED
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*Goals: What Kind of Magazine Audience: Who is it for?
Size: Key factors (including \$)
Title: Catchy, but not cheesy
Online Presence: Consistency*

GETTING STARTED

Goals: What Kind of Magazine?

- Popularly written?
- Academic?
- Combined?
- See, "Writing for Popular/Academic publication handout!"
- **To Do: Write an overall vision statement for the magazine, along with goals that are measurable (size, reach, audience, etc.)**

Audience

Paying or non-paying (either way, find ways to "tease" portions online)

Age-specific demographics?

Faith based or specialized?

Geographically specific?

To Do: Write a short paragraph about your audience goals.

Size of the Magazine

• Paper magazine size reliant upon printing companies!

• Online magazines can be longer, but audience attention span and time constraints play a key role.

• Layout (see below) determines size, as well.

To Do: Factor size of the magazine into your audience paragraph.

Magazine Title

• Balance catchy with informative

• Do an internet search before finalizing

• Use a collaborative approach (get suggestions)

To Do: Submit two or three possible titles (unless you already have a title that is handed down)

NOTE: If you are proposing a change, note this, and note how you are going overcome any baggage associated with the previous title and history of the magazine.

Online Presence

- Always have an online presence.
- Update consistently
- Maximize your online presence (different venues, etc.)
- Send out consistent messaging (we will spend more time on this)
- Offer samples before and after publication.
- Utilize online presence for recruitment of writers and readers.
- NOTE: We will spend more time on online strategies next week.

Summary for this Week

Write a working document to share next Monday with the following:

- A Goal Statement for the Magazine
- A sentence or two about Audience scope and size
- Two or three sentences about size and general layout of the magazine (be as specific as possible; include whether fully online or online plus hardcopy)
- Two or three title possibilities (include whether you are going to change an existing title, keep the same, or develop something brand new)
- An initial two to three sentences about a GENERAL (we'll be more specific later) online presence for the magazine.

Where do we get writers?

A magazine needs writers!

- Are there denominational/industry requirement standards?
- Is your pool narrow or broad, based upon the magazine's scope, goals, etc.?
- Diversity: In demographic representation and in ideas.
- Begin thinking about lengths for a variety of articles (columns, feature(s), book reviews, editorial(s), etc.)...
- **To do: Be ready to discuss next week (after presenting the written materials described above) to have a discussion on writer guidelines. We will work to formulate samples together.**
