



Editorial Planning

Overview of Session

Move from magazine purpose to planning specific content that meets your purpose on a long-term and short-term basis.

Start with purpose.

What content threads fulfill purpose?

example – inspire and practical

Plan topics that
are
inspirational

Plan topics that
are
practical

Scope and Sequence

Think about the big picture.

Where do you want to take readers in a year?

What do you want them to learn over time?



Planning Inputs

Listen broadly to consider content you want in your magazine:

- Advisory Board
- Reader Panel / Feedback
- Informal sources

Planning Timeframe

Two types of planning cycles:

- Annual plan
- Detailed plan for each issue

Annual plan

- Generate ideas for topics to cover
- Consider organizational priorities
- Look ahead for topics that take longer
- Thematic issues and/or special sections
- Use outcome to generate writer's guidelines for submissions.



Specific Issue Planning

Outline structure of your magazine and generate story ideas:

- Theme/special feature
- Stories – not thematic/feature
- Interview(s)
- Columns – regular voices
- Departments

Depending on how often you publish, you might be planning for 2 issues at once.

Sample Planning Outline:

- Feature story – 600 words
- Three shorter stories – “Field Notes”
- Two columns – president, giving
- Discipleship tool
- Longer discipleship article
- Resource page – short pieces
- Author Interview – 600 words – page 10
- Theme content – organizational or testimony – flex space
- Staff features – 3

Which aspect of planning is most important? Annual or specific?

BOTH!

Bifocal editorial planning:

Look at what is ahead and what is close.



Application to your situation:

- Thematic planning
- Advisory board and/or reader's panel
- Timing of planning meetings
- Who to involve in planning process
- Structure of your magazine