



Selecting Manuscripts and Content for your magazine / digital platform

Overview of this session:

Develop a process for selecting content for your magazine/digital platform that meets your purpose.

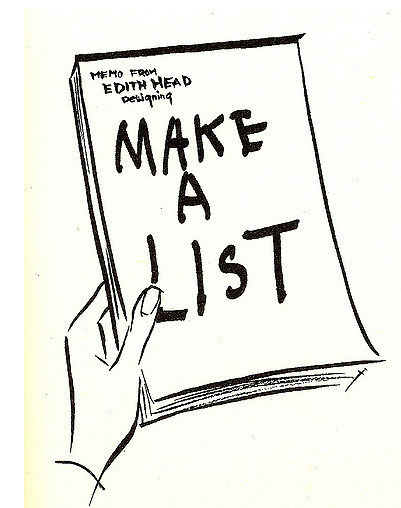
Discuss rewriting process.

Review from Monday

Purpose and strategy should guide your content selections.

Magazine (website) skeleton – what content do you need? This is your “shopping list” for content.

(page 24 bottom, 25)

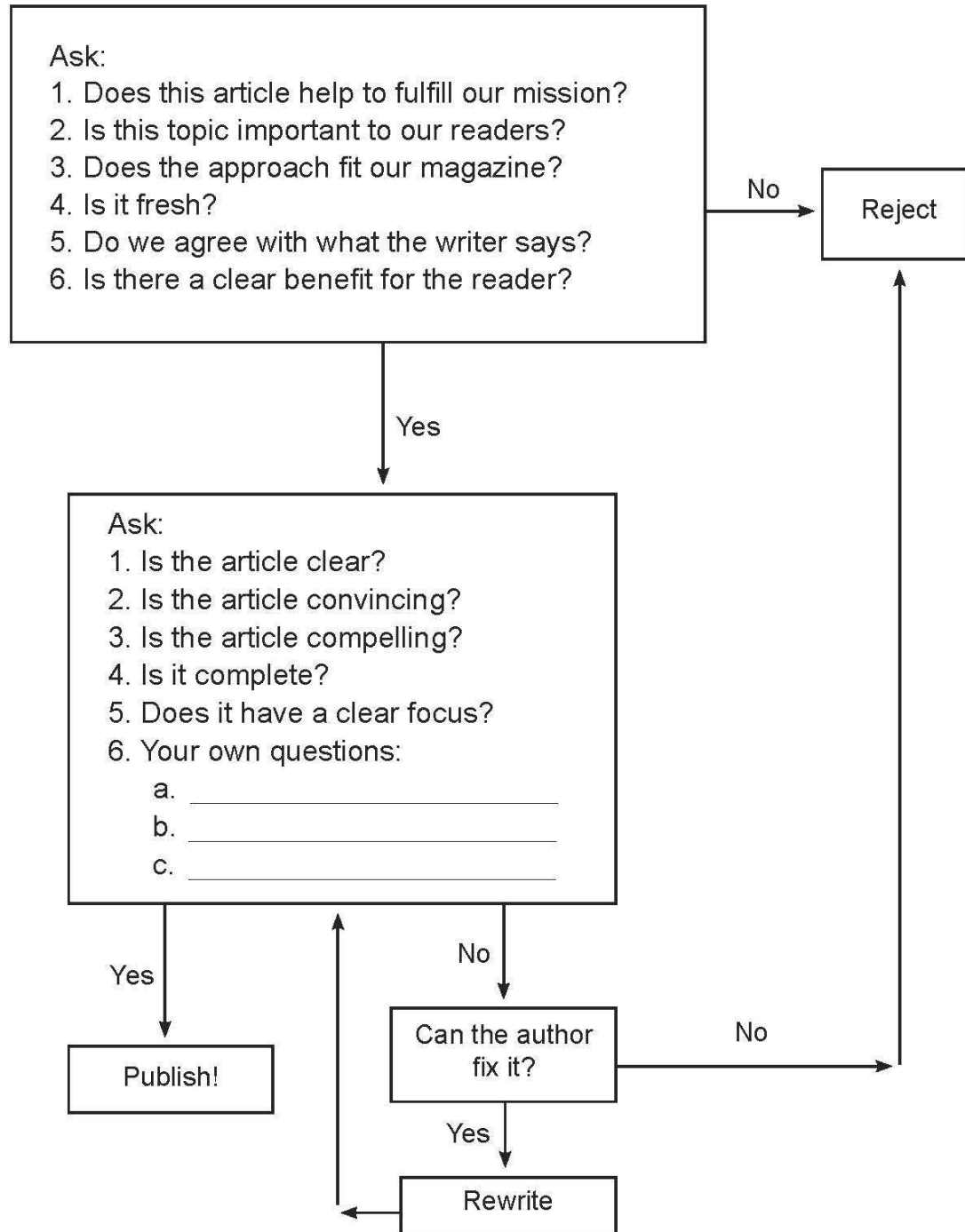


Review from Monday

Finding Content:

- Relationships with idea people
- Involve your readers – contests
- Submission Guidelines
- Reader feedback

Everyone is a potential source but everything doesn't belong in your magazine!



Page 56 chart
Summarizes
page 49-50

Funnel and Filter

- Easy rejects
- Good idea but it duplicates something we already have – keep for future
- Good article but doesn't fit this issue – keep for future
- Wait for story to develop further – it is still in process
- YES
- Select extras

Keep different content streams in mind – maybe print but can use on website, vice versa.



Pencil in and pause ...

- Draft outline
- Balance BEST article and feasibility
- Think about article package – will one article have more compelling graphics than another?
- Think about the flow of the whole – magazine/newsletter/website



Rewriting Articles (pages 51-53)

- Who rewrites?
 - Writer responsibilities
 - Editor responsibilities
 - Reality versus ideal
- Keys to helping the writer
 - Specific instructions
 - Graceful interaction

The Long Walk from the Sanctuary to the 12-Step Room

By Amanda Anderson

Several years ago, I went through a very painful break up with one of my closest friends, and it had devastated me. I had just come through an intense time with her, trying to support her through a brutal divorce that left her and her children in financial distress. Just as we were beginning to see light at the end of the tunnel for her family, our friendship plunged into darkness.

I sought help and solace in prayer from a trusted woman in my church family. As I sobbed out my story, she made a suggestion.

"Have you ever considered a Codependents Anonymous group? Why don't you check out our Monday night meetings?"

Comment [CF1]:

Title suggestions
- Labels
-The Long Walk

Comment [CF2]:

trying to use a different word than broken, since it was a break up

Deleted: absolutely broken

night meeting!”

My first thought was, “No. I do *not* want to do that.”

Ten years before I had been at a different bottom: I’d been diagnosed with postpartum depression. That bottom revealed an ongoing and previously undiagnosed anxiety and depression issue in my life. With treatment and the Lord’s help, I had made a lot of progress, and shared my story with others. But I felt that I had become the spokesperson in our Women’s Ministry for Mental Health Disorders.

So I didn’t want another label. I did not want to take the long walk across our church campus from the sanctuary where the “normal” Christians were to the rooms across campus where the 12-step groups met – for AA and Codependents Anonymous. I did not want to wear a CODA t-shirt along with my “I Struggle with Depression” t-shirt.

Comment [CF3]:
doesn’t really add. I think the factual is clearer – ppd, without the comment

Deleted: – which was a shock to me and everyone around me

Deleted: ,

Deleted: not

Problem solving

- When do you need to take a stronger role in rewriting?
- Communicating with the writer when you are making major changes.
- Making hard decisions – editor as leader – in pushing for quality.
- Not enough content – filling gaps.

Exercise – discuss – page 53

Practical application:

- Short term - How can I adapt the article flow chart for my own needs?**
- Long term - Do I need more sources of content? Am I rejecting too many or not finding quality manuscripts?**