



Introduction to Projects

Training topics still coming:

- Research
- Scheduling and production
- Short content – writing and editing
- Interviews and other topics

What should I do for a project?

THIS IS FOR YOU NOT US!

- Whatever meets the biggest need for your particular situation.
- It is tempting to want to do *everything*, but you probably cannot implement everything at once!
- This can be a ***process***, not a ***final product*** ...

How to select a project?

- Make a specific plan for next steps to carry your current or potential magazine forward to a desired goal.
- What actions, inputs, learning, and relationships do you need to move toward your goal?
- It may be helpful to think 2 months, 6 months, 1 year for next steps. Earlier steps might be more specific, later might be more general.

Things to consider for existing magazines

- If I/we did _____ our magazine would be closer to achieving our mission.
- If I/we changed _____
- If I/we implemented _____
- What currently is the most difficult part of producing your magazine?
- What could you change to improve your process?

New magazines

- Next steps in refining purpose.
- How can you find out more about your audience to refine your target?
- What felt need will your magazine answer for your audience?
- Who else do you need to partner with to take a next step?
- Digital/print

Some *ideas* as possible projects

- Style guide – new / update (unit 8)
- Writer’s guidelines – new / update (unit 4)
- Training writers (unit 4)
- Reader research (unit 11)
- Editing articles
- Editorial planning process new/update (unit 3/10)
- Skill development – editing skills, project planning skills, productivity skills
- OPEN – what do you need?

Schedule for next few days

- Thursday we will be in the dining room as our meeting room (meals will be in tent on lawn)
- Friday back in this room.
- We want to be *flexible* to meet your needs.
- During Projects time - small groups and also be available for individual meetings. Flexible.
- You can also be resources for each other “pick your brains”
- Project reports – 10 minutes each