

FIRST STORY **YOUNG
AMBASSADORS**
PROGRAMME

PUBLISHING MODULE



1. Suggested Plan for
Producing a Literary
Magazine



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This planning guide outlines all the tasks needed to produce your magazine. It links to other information that will help you make the right choices for your magazine at each stage.

Involve your teachers as you plan. They will be able guide what will work in your school, what resources you can use and other suggest other support.

Top tips:

Small can be beautiful – trying to create something too complicated can end in tears!

Most tasks are likely to take longer than you expect, allow plenty of time for trial and error.

Assign roles in the process. You might play to your strengths or try new things, decide as a group.





WEEK	ACTIONS	ROLES INVOLVED	TIPS AND QUESTIONS TO ANSWER
<p>1</p>	<p>Watch the videos from Hachette:</p> <ul style="list-style-type: none"> • How to Publish a Literary Magazine • Working in Publishing <p>Read Publishing resource 2 and 3:</p> <ul style="list-style-type: none"> • 2. What is a Literary Magazine? • 3. Roles in Publishing <p>Decide:</p> <ol style="list-style-type: none"> 1. What type of magazine will you produce? Who is doing which role - or roles 2. Your publication date and budget (e.g. for printing costs) 	<ol style="list-style-type: none"> 1. Whole team 2. Editors & Production 	<p>Will the magazine have one or more:</p> <ul style="list-style-type: none"> • Themes? • Writing forms (Eg. poetry, stories)? • Genres (Eg. Mystery, fantasy)? <p>Will you produce and publish:</p> <ul style="list-style-type: none"> • A printed or online magazine? • How and where? (see week 4 for ideas) <p>What else should you consider?</p> <ul style="list-style-type: none"> • Does the school have any requirements • Will exams, holidays or other commitments effect your schedule? • Your plan will help you check you're doing everything you need to, when you need to.
<p>2</p>	<ol style="list-style-type: none"> 1. Issue a call for submissions. Include: <ul style="list-style-type: none"> • The deadline • Type of writing • Theme if you have one • Length restrictions (word count for prose, number of lines for poetry) • How to submit. 	<ol style="list-style-type: none"> 1. Marketing 	<ul style="list-style-type: none"> • How are you going to tell people about the magazine and the call for submissions?



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2 cont.	<p>2. Commission specific articles:</p> <ul style="list-style-type: none"> • Eg. a piece from your Head Teacher, First Story Lead Teacher or on specific subjects by other student <p>3. If you want to have a launch, plan a:</p> <ul style="list-style-type: none"> • Date/time/venue in the school calendar <p>4. Write a brief for the designer describing:</p> <ul style="list-style-type: none"> • What you want the cover to look like • The magazine's content/layout • Typography guidelines/themes 	<p>2. Editors 3. Event planning 4. Editors</p>	<ul style="list-style-type: none"> • How would you like people to send you their submissions? (email recommended) • When should the deadline for submissions be? (3 weeks recommended) • Are there students or teachers at your school who have something they can contribute e.g. experiences they can write about, topics they are knowledgeable about?
3	<p>Read Publishing resource 4:</p> <ul style="list-style-type: none"> • 4. Designing Your Magazine <p>1. Design the layout and cover 2. Get approval for the design from your Lead Teacher 3. Send out a reminder about the call for submissions.</p>	<p>1. Designer & Editors 2. Editors & Production 3. Marketing</p>	<ul style="list-style-type: none"> • For the layout, think about page size, font, font size, margins, page numbering. See the resource for more ideas. • Can the Art department help with cover design? • Are there any artistically talented students you could involve?



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4	<p>Read Publishing resource 5:</p> <ul style="list-style-type: none"> • 5. Producing Your Magazine <ol style="list-style-type: none"> 1. Send out a reminder about the submission deadline. 2. For printed a magazine, consider: <ul style="list-style-type: none"> • Size of magazine (number and dimension of pages) • Local printing options (Check cost, turnaround time) or photocopying/ stapling using school resources (check with Lead Teacher) • How many copies (depends on budget) • The price to sell the magazine (or free). 3. To publish online, consider: <ul style="list-style-type: none"> • Online formats and platforms (e.g. PDF, blog, ebook, issuu.com) • Do you know how to set up your magazine in that format? Can you learn in the time available? 	<ol style="list-style-type: none"> 1. Marketing 2. Production & Editors 3. Production & Editors 	<ul style="list-style-type: none"> • Will you give free copies to contributors? to the school? • Do any of your parents use local printers for their work who might give you a discount? • Is there anyone (student or teacher) who knows about online publishing or blogging who can help you? 

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5	<ol style="list-style-type: none"> 1. Submission deadline – don't accept any work after this. 2. Select the pieces to include in magazine. 3. Inform the writers whether their piece has been selected. 4. Further planning for the launch event. 	<ol style="list-style-type: none"> 1. Editors 2. Editors 3. Editors 4. Event planning <p><i>Editors should read the Copyright Principles resource.</i></p>	<ul style="list-style-type: none"> • How do you want to select the pieces to be included – individual votes on each piece or have a meeting to discuss? • How will you share the pieces between you (e.g. Google Drive)? • Can you get the launch event finalised now? (you'll be spending a lot of time on producing the magazine)
6	<ol style="list-style-type: none"> 1. Run spellcheck and grammar check on everything. 2. Edit and proofread each piece. 3. Decide which order the pieces should go in the magazine. 4. Put the pieces into the layout you've designed (if you're printing copies). 	<ol style="list-style-type: none"> 1. Editors 2. Editors 3. Editors 4. Production 	<ul style="list-style-type: none"> • The more often you check, the fewer mistakes there will be. • Use a spellchecker and grammar checker frequently! • Keep track of drafts (save into different files) so you can see what's changed. • Save your work often and always keep at least one backup

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7	<ol style="list-style-type: none"> 1. Create final proof of the whole magazine 2. Proofread it again 3. Get sign-off from your Lead Teacher 4. Send the final copy to printer (if you're using one) 5. Start to produce the actual magazine – create your online pages and/or print, photocopy and staple physical copies 	<ol style="list-style-type: none"> 1. Production 2. Editors 3. Editors 4. Production 5. Production 	<ul style="list-style-type: none"> • Ask a teacher to proofread the magazine for you. • Production of the magazine will take longer than you think – allow plenty of time.
8	<ol style="list-style-type: none"> 1. Finish producing the actual magazine 2. Plan a marketing campaign to make sure people know about the magazine – what will you do, where and when (e.g. tweet a different message every day, visit every year's assembly, write a piece for the school newsletter) 3. Write marketing copy for social media, flyers, posters, etc. 	<ol style="list-style-type: none"> 1. Production 2. Marketing 3. Marketing 	<ul style="list-style-type: none"> • How will you get people interested? (e.g. teasers of pieces of writing, short videos of writers reading their work, eye-catching images) • How will you let them know the magazine is available? (e.g. link to online version, locations where people can get printed version) • How will you persuade them to buy it (if you're selling it)?

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8	4. Start to publicise the magazine 5. Advertise the launch event (if you're having one) – send out invitations, if it's open to other people make sure they know about it	4. Marketing 5. Marketing	<ul style="list-style-type: none"> • Think about scheduling social media posts (via e.g. Hootsuite) in advance • Maybe you could ask the Lead Teacher if an email about the magazine could be sent to parents?
9	1. Continue your marketing campaign 2. Approach local newspapers/radio stations/TV stations to see if they'd be interested in covering the story	1. Marketing 2. Marketing	<ul style="list-style-type: none"> • Do you, your school or your parents have any contacts in local media?
10	1. Publication date! Start to sell or give out printed copies. Make the online version available. 2. Hold your launch event (if planned). 3. Send a copy of your magazine to First Story	1. Marketing & Production 2. Event planning 3. Editors	

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