

Checklist - Parish Magazines

July 2013

- Who are your audiences?
 - Just church goers or wider community?
 - What are the demographics of the wider community?
 - Is there one particular audience you particularly wish to reach – e.g. families, older folk, professional working couples, people who used to go to church...
- What are your aims?
 - To share church news or act as a village resource or both?
 - The PCC should regularly discuss the parish magazine
 - Create an editorial statement for the magazine that fits with your mission aims
 - What reaction/response do you want from your audience? (Think response before message in all editorial decisions.)
 - If the church is 'sponsoring' it – they must contribute to it and have editorial oversight
 - If it is seen as part of the church's mission, then it must be funded properly.

Parish Magazine design and layout

- Front Cover – does it make people want to pick it up?
 - Colourful or eye-catching
 - Explains what it is/who for
 - What's different about this month? (*Try a news flash or image for the month*)
 - Is it accessible for those with visual disabilities? (*Avoid bright colours and lack of contrast, small fonts etc...*)
- Page Layout and design
 - Columns, headings, borders and fonts (*Don't be scared of white space*)
 - Page numbers, contents pages, pull out sections (e.g. a diary to keep), tables of contacts (good for those with visual disability)
 - Ads – keep the balance, avoid using them on first few pages
 - Images and print quality – it's worth investing in

Parish Magazine Content

- Include an obvious welcome
- News - church and community
- Stories about people (including key people in the church)
- Mission outreach
- Prayers – for local people or which people can use
- Letters/feedback/surveys
- Vicar's messages (add photo, no more than one page, use engaging first line)
- Community resource – reports, stories, contacts – check quality and tone.
- Church news – stories about people, mission, Christian Action
- Mission activities
- Tell stories of faith

Integrate Parish Magazines as part of your other communications

- Include your web and social media contacts in the magazine
- Link the magazine (pdf) and stories from the magazine to your website/social media
- Include longer interviews/stories as podcasts/videos (*'Read the full story on the website...'*)
- If a story is good enough for the local press, then why not use it in your mag?