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Spring 5-1-2011

## A Guide to Student Publications

Molly Gittell Gallagher

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Special thanks to Magazine Department Chair Melissa Chessher, my advisor, *Zipped* advisor, and Honors Capstone Advisor, and Harriet Brown, my professor and Honors Capstone Reader.

# Introduction

**Z**ipped magazine is the only student-run fashion and beauty magazine on the Syracuse University campus. *Zipped* is one of 11 publications at Syracuse University. The magazine started as an Honors Capstone project and offers a great window on the difficulties, challenges, and obstacles publications face. My experience as editor informed my decision to create this guide, which is designed to help with the transition period each campus magazine, student publication, and organization goes through in late spring and/or fall. On student publications, new editors experience difficulty with this transition because the former editor or leader graduates, and a majority of the time there is no record of his or her expertise, history, and experiences to guide the new staff. Often, the former editor and staff members work full-time after graduation and have little time to field questions. This makes them unavailable to help students and this is where my project comes in.

When I started as the Editor-in-Chief of *Zipped* in May 2010, the former editor and I met to go over the basics of managing the magazine. When I arrived on campus for my senior year, I experienced tough new challenges—from creating a budget to sending the publication to print—and I longed for a guide to direct me and offer suggestions on how to manage a magazine. At the same time I became the editor of *Zipped*, I also took Magazine Editing. I started thinking about editing in an entirely new way. Professor Brown supplied our class with tools, ideas, suggestions, and guidance on how to become the best editor possible.

The opportunity to serve as the editor of a campus publication is overwhelming, stressful, terrifying, and daunting, but when the finished product comes off the printer, an editor feels something in-between extreme relief and immeasurable gratification. What draws me to magazines, and what always has, is the chance for personal expression, the glossy pages, the eloquent writing, and a product that doesn't scroll, click, make noise, or need a keyboard. A magazine leaves readers with information and enjoyment. As an editor of a student publication at Syracuse University, your magazine should do the same. Use this guide as a reference for the necessary tactical, mechanical, and critical items. But remember your publication reflects you as an editor, so take advantage of your editorial control and freedom. This guide is directed at future editors. Future Editor-in-Chiefs should use the guide as a way to familiarize themselves with the editing process. The guide also contains information for younger students on how to get involved in a student publication.



*Zipped Spring 2011 Cover*

# Introduction

## Making Fashion History

The first issue of *Zipped* dropped in Spring 2008. Founders, Shilpa Prabhakar '09 and Michelle Halpern '09 met in Introduction to Magazines (MAG 205). At the time, there was a fashion magazine on campus called *Fresh*, but it lasted only one year. In the spring of their sophomore year, spring 2007, the two magazine enthusiasts proposed the idea of *Zipped* to current Magazine Department Chair Melissa Chessher, and Adjunct Magazine Professor, Anne Hettinger. The challenging part of starting *Zipped* was persuading the idea to the Student Association and Office of Student Life. To make a staff, Shilpa and Michelle needed to find students in magazine, fashion design, graphics, and photography. *Zipped* was an immediate success. More than 100 people attended the first general-interest meeting. Shilpa and Michelle realized they had a breaking idea on their hands. *Zipped* continues to come out once a semester.



# History & Growth

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Collectively, student editors publish 11 magazines and/or publications on the SU campus, including *360 Degrees*, *A-line*, *Equal Time*, *Jerk*, *La Voz*, *Medley*, *Medusa*, *Student Voice*, *Verbal Seduction*, *What the Health*, and *Zipped*. Campus publications at Syracuse University cover subjects from health (*What the Health*) to feminist issues (*Medusa*) and international and cultural awareness (*Medley*). In 2010, the Student Association and Office of Student Life approved two new campus publications: *Baked*, a food magazine, and *Extra Point*, a sports magazine. The variety of publications on campus provide clips, experience, and valuable anecdotes for cover letters for students in the Newhouse School and across campus. These experiences also help students land a first job or internship. Students interested in writing for *JERK*, an alternative arts publication that prides itself on “jerking the reader out of their mainstream views,” can spew their opinions about LGBT issues, Facebook, and porn and learn a great deal about how to speak to an audience. Or, interested students can chronicle how fashion informs culture by photographing student models in downtown Syracuse, style photo shoots about neutral-colored spring trends, and write about the history of the bra for the pages of *Zipped*.

But an increase in publications might mean a decrease in funding. The Student Association is struggling with how to allocate money to the vast number of publications on campus. *JERK* currently receives the most money per semester. In Spring 2011, *JERK* received over \$11,000 to publish three issues, while newcomer, *Medusa*, received only just over \$1,000. This funding discrepancy may seem surprising, but student publications on campus must grow each semester. *Zipped*, for example, received around \$1,500 in funding in Fall 2010. When we submitted our budget proposal for Spring 2011, we demonstrated increased interest in the magazine via general-interest meeting attendance, Twitter followers, and Facebook fans. Because of the research and numbers we presented, our budget was increased to \$2,600 and our page count was increased from 20 pages+cover to 24 pages+cover. Some student publications also receive outside funding from advertisements. Two of these publications include *JERK* and *Zipped*.

Most members of the Student Association, especially those on the finance board, aren't Magazine Journalism majors. The finance board of the Student Association doesn't know how to judge the campus magazines and allocate money based on the readership of a student publication. The growing number of publications poses difficult decisions for the Student Association. For the upcoming year, it must determine how to allocate money to 13 student publications instead of 11. According to Neal Casey, current President (Spring 2011), the SA hopes to form an evaluation system that would help it better evaluate funding for each publication based on student interest.

# History & Growth

## Student Publications at Syracuse University



Jerk Founded in 2002

*JERK* was founded in fall 2002 by five frustrated magazine students. Katy Coleman '05, Jessica Feder '05, Tasha King '05, Jeff Linehan '05, and Corey Carson '04 wanted a campus publication that spoke about issues ignored by traditional campus media. *JERK* described their magazine's mission as "anti-alternative." The publication initially encountered several problems such as funding from the Student Association. The magazine began with a mere 16 pages; as of March 2011, it boasted over 60 pages of content. The magazine tackles issues from underground wrestling communities to aderral addiction, and provides a strong voice on campus.



Equal Time  
Founded in 1980

*Equal Time* started in 1981 and was originally called *Equal Times*, a newspaper devoted to women's issues. Initially, *Equal Time's* goal was to give women a voice on campus. Over the years, the publication has changed immensely. Originally, the newspaper carried ads and ran long articles. In the '90s it transitioned to look more like a magazine, and gradually grew to incorporate color. Today, *Equal Time* doesn't call themselves a women's right magazine. ET runs shorter, more service-based stories that inform students about the environment around them, both on and off the SU campus.



Student Voice  
Founded in 1997

*The Student Voice* began as an alternative to *The Daily Orange* and sought to embrace a more "magazine" approach to stories, including longer form journalism. It comes out every two weeks.

## Student Publications at Syracuse University



Medley founded  
in Fall 2006

The first semester *Medley* was published it was funded by SU Abroad and The Slutzker Center for International Students. *Medley* serves as a forum for students interested in culture and diversity at SU. Kristin Burnham, was the founder and first Editor-in-Chief of *Medley*. The publication aims to contribute to international awareness and explore cultural differences. Past articles include: “Lost in Translation: Idioms from Around the World” and “Pace of Life: A look at How Lifestyles Differ Around the World.”



What the Health  
founded in 2003

*What the Health* started with its 32-page premier issue in 2003 as the Honors Capstone Project of Allyson Collins. The staff totaled at 19 students. In the past eight years, the magazine has grown to more than 70 students: nine editors on print, art director, a public relations director, web editor, advertising director, about 20 bloggers and 30 writers, fact-checkers, copy-editors, publicists, photographers, and designers. The publication covers all sectors of health—exercise, nutrition, mental health, sex health, health & wellness—and it’s “by-students for-students” attitude makes it more relatable.



Medusa founded  
in 2010

*Medusa*, founded by Hannah Warren in spring 2010, aims to give women a much-needed voice on campus. It is the first and only student-run magazine devoted to open dialogue and discussion around issues of feminism. The magazine brings attention to gender inequalities and acts as a vehicle for exposure to all women’s issues. The biggest challenge for *Medusa* was simply finding funding. By the time we were officially recognized by the university, the Student Association’s budget deadline had passed.



# Staff

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## How to Get Involved

The best way to learn about a magazine is to write for it and work on staff. Publications need help with fact-checking, copy-editing, and writing. Students take different paths for getting involved with a student publication. The first student publications I wrote for were *Equal Time*, *The Daily Orange*, and *Zipped*. Writing for these different publications helped me figure out what publications I wanted to continue working for. During my sophomore year I served as the Sports Editor of *Equal Time*. At the same time I was also writing. I wrote my first article for *Zipped* during my sophomore year. In my junior year, I worked as the Fashion & Beauty Editor of *Equal Time*. At the same time I served as Associate Features editor of *Zipped*. The Managing Editor and Editor-in-Chief became familiar with me as a writer and editor. I was offered the Editor-in-Chief position in spring 2010. Working for various publications helped me understand different copy flows and how magazines function.

### **Writer**

Look out for available writing positions in the beginning of the semester. Publications typically hold general-interest meetings where students apply for staff writing positions. Writing helps make you familiar with the publication's voice. Students who consistently write for a publication have a better chance of being considered for editing positions on staff.

### **Blogging**

Another way to get involved is on the website or through blogging. As student publications explore how to translate their magazine to the web they need a handful of bloggers to write daily. Blogging helps editors become familiar with you as a writer; could lead to writing opportunities on the print publication, or help you become an editor in the future.

### **Fact-checking & Copy editing**

When starting to become involved with a student publication either freshman or sophomore year, the best way is through fact-checking and copy editing. These positions lead to writing for the publication or working on the website/blog. It also helps you familiarize yourself with the publication's copy flow and editing process.

### **Art, Photography, and Fashion**

Contact the publication to find out if they have photographer, illustrator, or stylist positions on staff. Usually these positions work with a section editors, i.e. photographers work with the Photography Director, and learn how certain sections work. If you are interested in this side of the publication,

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## Joining Student Publications

### >> From Copy Editor to Web Editor, Megan Hess '11

When I arrived at Syracuse my freshman year, I was determined to write for as many publications as possible. I soon realized that each campus publication had a niche. Each served a certain constituent of students, and the top editors on each staff were passionate about their respective fields. I decided that instead of rushing into writing, I would sit back and ease into it, waiting for the prime opportunity to make my mark.

I soon found this opportunity with *JERK* magazine. The smart, quippy writing in *JERK* was right up my alley. As an avid reader of the magazine, I made a point of meeting with the Features Editor and showing her my clips. When I received an email in the spring that *JERK* was hiring for the fall semester, I immediately signed up. After interviewing with several staff members, I was eventually hired as a copy editor. With my foot in the door, I brought 10 to 15 new pitches to each meeting. I spent hours pouring over the details of each article, ensuring that I caught every last error.

The senior-level editors noticed. After just one semester as a copy editor, I was promoted to Managing Editor, which serves as the Editor-in-Chief's right-hand man. I learned techniques and skills for effectively managing more than 50 staffers. Finally, after three semesters as the Managing Editor for *JERK*, I decided to accept a position as Web Editor, where I have helped triple our viewers and ensure that new content goes live every day. The skills acquired from campus publications—help familiarize students with the magazine industry and uniquely position them for job opportunities in the field.

### >> Founder of *Extra Point*, Jeff Laboon, '12

I spent most of my sophomore year writing for the sports section of *The Daily Orange*, but I wanted to make a bigger impact. The thought of starting my own campus magazine came to me during the winter. While driving back to Syracuse from Pittsburgh in March 2010, my friend Pete Gegick asked if I ever considered starting a sports magazine. Somewhere around Lake Erie, we shook hands, and became co-founders.

The first step was talking to different professors and students in Newhouse to gage an audience and if the campus needed this magazine. We received overwhelming support from everyone we talked to. Both Pete and I were fortunate enough to know Professor Bob Lloyd, who is an Assistant Content Editor for *CNY Sports* magazine. He was a natural fit for our faculty advisor. Over the summer, I started the website so we could iron out the kinks before school resumed.

When we returned to school in August, Pete and I went to freshmen and sophomore level communications classes to recruit. Even though I had little magazine editing experience the trial and error process improved my own skill set. Starting a magazine requires months of refinement. Professor Lloyd once told me that as an Editor-in-Chief, my first obligation is to the product. Determine the purpose of the product and serve as the source of thought provoking sports writing at Syracuse University;

# Staff

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## Joining Student Publications

### >> Seasoned Staffer, Nina Elias '11

I first saw *JERK* magazine when I visited Syracuse University on accepted students day. I immediately knew I wanted to work there when I arrived on campus. However, it was harder than I thought. *JERK* maintains its quality and prestige by hiring only seasoned writers and editors, and as a freshman I was not yet qualified to work for the publication. In the meantime, I wrote for *Equal Time*, *Zipped*, and the *Daily Orange*, to name a few. At the end of my sophomore year, my RA and *JERK* Web Editor told me they were looking for copy editors. I went in for the interview and left with the Assistant Features Editor job. I held that position for two semesters. After going to London during the fall of my junior year, I came back to campus as the Features Editor.

When management switched around at the end of my junior year, I decided to apply for the Editor-at-Large position, a very ambiguous role at the time. I was ready for a bigger challenge and frankly I was tired of working with irresponsible writers. The current management didn't think my heart was in it and I spent the summer wondering what my future with *JERK* would be. Thankfully, the new Editor-in-Chief decided to make me Special Projects editor in July. But I wasn't happy. I wanted to do what I knew how to do best—develop stories, finesse copy, and work on projects for the brand as a whole. Soon enough that trial period turned into a full-time position under a brand new title: Executive Editor. Finally we found a concrete way of describing what the management level really needed, which was someone who was the middle man between the EIC and the Senior Editors. Being on staff meant that I had first dibbs on stories. I really feel that working for a student publication is the closest you will get to understanding what it means to work at a magazine. It is up to you to make yourself invaluable. Go do it!

### >> Determined Editor, Michelle Menner, Graduate Student '11

When I knew that I'd be attending the Magazine, Newspaper and Online Journalism (MNO) Masters program at Newhouse, I met with Professor Chessher. I knew that I wanted to get involved with a student publication since I had a great experience working for my college newspaper as a Features Editor and fashion columnist. Professor Chessher encouraged me to seek out opportunities with *Zipped*, which was the perfect fit because of my interest in fashion. Before the program started, I contacted a former *Zipped* staff member who had recently graduated from Newhouse. She told me to attend the information session scheduled for the fall semester. I soon learned that I wasn't the only one interested in joining the *Zipped* staff—the information session was well attended. I applied for a few positions including a writing spot, but unfortunately was not offered anything. Chessher was aware of my disappointment and encouraged me to talk to the Editor-in-Chief of *Zipped*, Molly Gallagher. She offered me a job fact-checking and copy editing. Fact-checking and copy editing allowed me to prove to Molly that I wanted to be involved with *Zipped* no matter what. Sitting for several rounds of copy editing also allowed me to show my editing talents. As the fall semester came to a close, some staff positions opened up for the spring semester. I was offered the Features Editor position for the spring.

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## Magazine Departments

### **Editorial**

The Editor-in-Chief, Managing Editor, features staff, copy writers, and research department fall under the editorial department. The editorial department is in charge of assigning articles, communicating with writers, editing stories, and keeping track of the editorial calendar.

### **Art**

The art department's job is to create cohesive design between the words, photographs, and graphic elements and convey the voice and attitude of the magazine visually. The art department receives articles and photographs when they are complete and works to lay them out on pages in Adobe InDesign. The art department works with the editorial department to determine what art works best with each article.

### **Photography**

The photography department oversees taking photographs and editing photographs. It is the Photography Director's job to manage the Associate Photography Director and any photographers he or she has hired. The photography department stays in touch with the Art Director and discusses how certain photos need to be edited.

### **Fashion**

The fashion department is in charge of conceptualizing photo-shoot ideas, compiling clothing for photo shoots, and styling photo shoots. The fashion staff creates the feel and look of each model, but the photography staff determines how those images are shot.

### **Public Relations**

The public relations department spreads the word about the magazine, new articles, upcoming issues, and events. This includes publicizing through colleges on campus, social media, and in the community.

### **Publishing**

The publishing department oversees the business side of the magazine. This includes writing a budget proposal each semester for the Student Association. The Marketing Director works with the public relations department and publishing department to determine how to market the publication.

# Staff

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## Hiring New Staff

Higher editors on staff (Managing, Senior, or Features) choose the future staff on most publications. Hiring from within allows for a smoother transition when new editors come on staff. When editors move their way up from writer, associate or assistant editor, to editor they understand the system more thoroughly. The staff should hold informational meetings every semester, especially in the fall. When positions open in the middle or end of the year, editors who currently hold positions have the opportunity to apply before applications open up to the larger student community.

**Staff openings can be publicized in many ways:**

### **General-Interest Meeting**

- Held once a semester for students looking to get involved with the magazine
- Contact Robyn Kobasa (rskobasa@syr.edu) to reserve a room in Newhouse

### **Juice Jam**

- Takes place in the beginning of the fall semester on South Campus
- Majority of interested students are freshmen attending Juice Jam
- Supply a sign-up sheet, old issues, and contact information
- A good way to promote the magazine at Juice Jam is with a poster of past issues

### **Student Involvement Fair**

- Occurs at the beginning of the fall semester
- Held on the quad
- Again, a majority of interested students are freshman

### **Listerv Emails**

- Newhouse listerv emails are a great way to publicize your magazine and available positions
- Visual and Performing Arts School (VPA) and Whitman School of Management listervs

### **Launch Parties**

- Helps to promote new issue of publication
- Hold launch parties off-campus in boutiques, restaurants, or on-campus in Newhouse or Schine
- Public Relations staff should help organize launch party and get the word out about the new issue

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## Contacts in VPA

The listervs in VPA are helpful if you need assistance or staff members for design, photography, and illustration.

**Fashion Design:** Contact Suzanne Barlett, sbarlet@syr.edu, Administrative Assistant Fashion Design.  
-She is very helpful with regard to sending out information about available positions and general interest meetings to the fashion design listerv.

**Illustration:** Contact Sandra Puro, slpuro@syr.edu, Administrative Secretary for Illustration in VPA.

**Art Photography:** Contact Doug DuBois, djdubois@syr.edu, Program Coordinator Art Photography.

## Current Contacts in Newhouse

Mary Ann Durantini, Program Coordinator: MAG, MNO (Magazine, Newspaper & Online Journalism Masters Program) mmdurant@syr.edu

-Serves as the magazine program coordinator and helps by sending out emails to MAG, MNO listervs about open positions on staff and events with regard to student publications.

Betsy Feeley, Program Coordinator, COM, Public Relations, eafeeley@syr.edu

-Notifies students in Public Relations and COM about available on-staff positions or upcoming events with student publications.

Karen Greenfield, Program Coordinator Advertising, Newspaper Online Journalism, kegreenf@syr.edu

-Notifies students in Advertising and Newspaper Online Journalism about available on-staff positions or upcoming events with student publications.

Jessica Tarrats, Program Coordinator, Fashion Milestone, Media Management, jtarrats@syr.edu

-Sends emails to listervs about available positions on staff or events with student publications.

Rosanna Grassi, Associate Dean for Student Affairs, rmgrassi@syr.edu

-Coordinates all undergraduate advising and oversees academic student services.

Kelly Jean Brown, Associate Director Career Development Center, kjbrow01@syr.edu

-Sends out multiple CDC News emails per week and promotes open positions on publications.

\*Contacts at SU subject to change

# Staff

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## **Application Process**

At the general-interest meeting the best way to handle the volume of applications is to create a Gmail or Yahoo account where applications can be sent. Each application should include a letter about why the student wants to work for the publication, a résumé, and any relevant clips or photographs. The highest number of applicants for writing positions usually occur at the beginning of the year. I made the mistake of trying to respond to all applicants myself. I received approximately 10 emails per day at the beginning of the semester. There is no way you can stay on track of the editorial calendar, oversee the PR staff, Art staff, Photo staff, and respond to every student interested. Remember—eager and interested students will contact you multiple times. This gives you a better idea of who is genuinely interested in gaining experience and who isn't.

## **Interview Process**

This especially should be conducted in April. The best system in terms of interviewing new staff is to do it a few weeks before the semester ends. This leaves time for hiring and shadowing on the last issue of the semester. Current editors should meet with the new editors to go over details of each section.

## **Questions to ask:**

Why are you interested in working on this publication?

Why are you fit to work on this publication?

In what way could we improve the publication?

Give us three article ideas

Tell us about your time management?

What other publications will you be working for? What other commitments do you have?

**Applicants for writing positions** - submit two-three examples of clips

**Applicants for art** - submit three example of their design

**Applicants for photography** - submit two-five photography examples

**Applicants for fashion** - submit two-five examples of styling

## **Evaluating Applicants on *Zipped***

Applicants should possess strong time management, should be detailed-oriented, understand the importance of good design, have an interest in fashion, knowledge of fashion, and be familiar with national fashion magazines.

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## Transition Process

As I touched on earlier, the transition process is extremely important on student publications. Staff members should hire new staff several weeks before the end of a semester. This leaves plenty of time to go over procedures. Each staff member is required to write up a description of what his or her position entails and directions on how to achieve it.

**Public Relations Director** – The Public Relations Director should go over the PR plan with the new PR Director and new associate PR directors. He or she should explain the process of promoting the magazine through social media, publicity, collaborations, speaking engagements, flyers, email, and the website.

**Publisher** – meets with new Publisher and Business Associate to go over the process of applying for money from the Student Association.

**Fashion Director** – meets with new Fashion Director and Associate Fashion Director to discuss borrowing clothes, shoot locations, and styling.

**Editor-in-Chief** – meets with new EIC, Managing Editor, and Features staff. He or she explains the chain of command, how to work with other sections, and their roles. Ideally this is a smooth process because the incoming EIC has been on staff for at least a semester if not longer.

**Features Editor** – meets with new Features Editor and Associate Features Editor to go over corresponding with writers, chain of command between Managing Editor, and discusses the editing process.

**Photography Director** – meets with new Photography Director and Associate Photography Director to go over organizing studio space for photo shoots, renting equipment, hiring photographers, editing, and corresponding with Art Director and Editor-in-Chief about photography.

**Art Director** – meets with new Art Director and Associate Art Director to go over layout of *Zipped*, packaging issue for print, working with publications office, and incorporating cohesive design with editorial and photography.



# Staff

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## Example of Email

In spring 2010, Naomi Ratner, former *Zipped* PR Director, drafted a list of tasks for the new PR Director. Here is an example:

**1. Facebook Page:** <http://www.facebook.com/profile.php?id=1244220078&ref=profile#!/pages/Zipped-Magazine/312412185594>

Once the PR Director is an administrator, you can add them to the page. It's easy to edit. If you update any information on it, it won't come up as you, it will come up as *Zipped Magazine*. Any updates automatically go to the Twitter Account as well.

**2. Twitter:** <http://twitter.com/zippedmagazine>

**3. Media Relations:** attached is the *Zipped* media kit, along with a news release, so that you can use the same template/format when pitching to the media. Always try to send along a picture, if possible.

**4. Pitching:** Send news releases to the following people with any launches, behind the scenes photo shoot information, partnerships with local retailers, launch parties, etc.

- SUNews and InsideSU: Cyndi Moritz at [cjmoritz@syr.edu](mailto:cjmoritz@syr.edu)
- Connective Corridor: [corridor@syr.edu](mailto:corridor@syr.edu)
- The Newhouse: Job Glass at [jnglass@syr.edu](mailto:jnglass@syr.edu)
- sy.edu: Paula Meseroll at [pcmesero@syr.edu](mailto:pcmesero@syr.edu)

**5. Email Listservs:** If you're looking for staff and contributors, it's easy to email the Newhouse, VPA and Whitman Listservs to get the word out.

- Newhouse CDC: Kelly Brown at [kjbrow01@syr.edu](mailto:kjbrow01@syr.edu)
- VPA News: Jagdeep Chadha at [jchadha@syr.edu](mailto:jchadha@syr.edu)
- Whitman Career Center: Angela Petrucco at [apetrucc@syr.edu](mailto:apetrucc@syr.edu)

## Conflict Resolution

Conflicts arise everyday as an editor. Dealing with some of them is easy, but others require patience, focus, and help. As editor I dealt with my Art Director stepping down in the middle of a semester, writers lashing out after their article appeared in print, editors not responding to emails just to name a few. The nature of student publications (unpaid work while also balancing classes) means it is not always the top priority on people's list. This means you have to get creative when getting your staff excited. Here are some of the bigger problems I faced, how to deal with them, and when to seek out your faculty advisor:

## Staff Members Stepping Down

Having a transition process in place is also important in case a member of the staff steps down in the middle of a semester. When my Art Director stepped down in the middle of the spring 2011 semester. Luckily, I had an Associate Art Director in place. The Associate Art Director met with the former Art Director to go over style, how to go to the printer, and how to assign pages to designers. This situation also demonstrates the importance of having associate or assistant positions in place. If I hadn't hired an Associate Art Director this transition would have been extremely difficult.

## Staff Issues

In the beginning of the spring semester no one on staff was answering my emails. I was trying to set up our first meeting and find out when everyone was free. When only two or three people had responded I finally sent out an email informing everyone if they didn't get back to me I would find someone else to fill their position.

## Photography

The Editor-in-Chief who preceded me had several issues with the Photography Director. He wasn't turning in photographs on time and was over-editing several images. She had a few discussions with him, but this made him angrier. Eventually, he edited the photos in a reasonable way and sent the photos to her. If he hadn't, this would have been an appropriate instance to seek out your advisor. I encountered problems with the Photography Director arriving to meetings 30 minutes late and not responding to emails.

## Role of Faculty Advisor

Faculty advisors play a very important role with regard to student publications. Some publications do not utilize their advisors enough. I sought out Professor Chessher, my advisor and *Zipped* advisor, several times throughout the semester. In most cases, I could not have moved forward without her advice. Not only does she have a great deal of experience from working on various magazine staffs, but she also offers an outside perspective. Your faculty advisor can assist in several areas:

- Reading over copy
- Helping with staff issues
- Discussing layout, art, or photography issues
- Intervening when necessary if staff members disagree
- Sitting in on editorial meetings
- Critique sessions
- Representing the magazine to higher authorities if it encounters problems with SU administrations

# Zipped Staff Duties

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As Editor-in-Chief it was important for me to expand the staff. I noticed that in certain areas of the magazine we lacked appropriate communication. For example, I changed the Business or Publishing side of the publication, because I felt that the Business Manager, now Publisher, did not have sufficient help when it came to organizing the budget for *Zipped*.

I also expanded the features staff. I created a research team headed by a Research Editor, who oversees fact-checking, with the help of a fact-checker. I also added an on-staff copy editor position. Social Media expands every day. A staff member solely devoted to social media is necessary. Now the Social Media Representative is in charge of this. The Public Relations team was also expanded with the addition of two Public Relations Associates.

## Editorial

### Editor-in-chief

- Oversees the work of all editorial board members
- Makes final decisions as to what will be published in the magazine
- Delegates assignments to different editors and staff members
- Acts as a liaison between the editorial board and advisors
- To make sure all paperwork is submitted
- To work with the Office of Student Life and Student Association in conjunction with Publishing staff
- Works with the Public Relations staff to oversee promotion of publication through social media, on campus, and on the web

### Managing Editor

- Ensures all copy is turned in on time
- Stays in constant communication with editors of the different sections of *Zipped*
- Takes the place of the editor-in-chief if he or she is not able to fulfill the duties at any point
- Keeps minutes at staff and executive board meetings
- Devises and revise the editorial calendar

### Features Editor

- Brainstorms article ideas
- Works with writers to help them understand magazine's style
- To keep writers and reporters on deadline
- To edit copy in the proof stages after the Associate Features Editor

### Associate Features Editor

- Works with the Features Editor
- Edit articles in proof stages
- To assist in writing the table of contents
- Handles all incoming applications and general emails by forwarding to the appropriate editor
- Compiles applications of interested applicants at the beginning of each semester

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### **Research Editor**

- Oversees fact checkers and research components of each article
- Oversees fact-checking of articles during proof stages
- In constant contact with the features staff during proof stages

### **Fact Checker**

- Works with Research Editor
- Assists in fact-checking articles

### **Copy Editor**

- Works under features staff
- In constant contact with the features staff during proof stages
- Attends all copy meetings

## **Art**

### **Creative Director**

- Attends all photo shoots
- Works in conjunction with the fashion department for styling shoots
- To have about average knowledge of photography
- Works with the art department in producing layouts for the magazine

### **Art Director**

- Designs and creates page layouts
- Works with the photo and art department
- Is familiar with all computer programs (including Adobe Suite: InDesign, Illustrator and Photoshop)
- Oversees the art staff
- Oversees hiring of illustrators and designers

### **Associate Art Director**

- Works with the Art Director
- To be familiar with all computer programs (including Adobe Suite: InDesign, Illustrator and Photoshop)
- Helps oversee art staff

### **Photo Director**

- Attends all photo shoots
- Works with the fashion and art departments
- Has above-average knowledge of photography
- Oversees the photo staff
- Oversees hiring of photographers for articles and photo shoots

# Zippered Staff Duties

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## **Associate Photo Director**

- Works with the fashion and art department
- Works with the Photo Director
- Has average knowledge of photography

## **Fashion**

### **Fashion Director**

- Recognizes and identifies seasonal trends
- Works with stores in order to obtain clothing for shoots
- Attends all photo shoots
- Works with the photo and art department
- Oversees the fashion staff

### **Associate Fashion Director**

- Works with the Fashion Editor
- Attends all photo shoots
- Helps oversee the fashion staff
- Assists with obtaining clothing for shoots

### **Contributing Fashion Editor**

- Works with the Fashion Editor and Associate Fashion Editor
- Attends some photo shoots depending on styling contribution
- Works with the fashion staff
- Assists with obtaining clothing for shoots

## **Business**

### **Publisher**

- Oversees the financial aspects of the magazine
- Works with the printing company to make sure the issue has been received, payment has been received, and printing follows schedule
- Makes a budget of all materials used in the magazine
- Works to grow the publication incrementally each semester based on increased interest on campus and the Internet
- Attends budget hearings
- Works with Business Associate and Marketing Director
- Delegates tasks to Business Associate
- Has more than average knowledge of business, marketing, and finance

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### **Business Associate**

- Works with Publisher and Marketing Director
- Has average knowledge of business, marketing, and finance
- Works with Publisher to submit budget proposal to the Student Association once a semester
- Attends budget hearings

### **Marketing Director**

- Devises marketing strategies for the magazine
- Works with the print and web staff to appropriately market the publication
- Stays in constant communication with the Publisher and PR Director about how to incorporate marketing into Publishing and Public Relations Strategies
- Attends Public Relations and Publishing meetings
- Has average knowledge about business and marketing

### **Public Relations Director**

- Oversees tables at Juice Jam and the Student Involvement Fair
- Oversees launch party
- Writes press releases about *Zipped*
- Brainstorms ideas of how to sustain and increase campus involvement in the magazine
- Comes up with ideas to help increase distribution rates
- Oversees *Zipped* on social media outlets including Twitter and Facebook with the Editor-in-Chief

### **Associate Public Relations Director**

- Works with Public Relations Director
- Designs and prints flyers for general-interest meetings, competitions, launch parties, and web promotions
- Organizes launch party with Public Relations Director

### **Social Media Representative**

- Works with Public Relations Director
- Organizes and updates Facebook and Twitter accounts
- Stays in constant contact with web staff about promoting online content

# Editorial

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One of the biggest issues with any magazine is the relationship between the writer and editor. Editors should schedule meetings with writers when the editorial calendar (see following pages) is formed. There are several ways to do this:

**Draft Meetings** – The first step in contacting a writer is sending them a story focus sheet (following page). They should contact the sources on the story focus sheet and write their draft based on the information on the sheet. At the first draft meeting, editors should reference the story focus sheet. After the first draft of an article the writer has a chance to re-focus the story and work on changes.

**Weekly Meetings** – Weekly meetings serve to make sure the editorial staff is on the same page about content. The Managing Editor should send out weekly emails pertaining to deadlines. The Features Editor and Associate Features Editor should work with their writers before the weekly meetings.

**Copy Meetings** – Copy meetings occur after the writer and editor have worked on re-writing the article. Copy editors are hired earlier in the semester. For *Zipped* we hold a copy session once a semester. For campus publications, copy-editing is best done with hard copies of articles. When holding copy meetings the copy editors should have the following references:

- AP Stylebook (newspaper & magazine editing)
- Proofreading symbols (page 55)

Each magazine should have a house style sheet. This sheet specifies things like whether the magazine uses serial commas or not. It also highlights what the magazine's voice is, how to format dates, when to use hyphens, titles of works, and says vs. said. After copy-editing takes place the Editor-in-Chief, Managing Editor, Features Editor, and Associate Features Editor should input the correct changes into the electronic copy of the article. While going through the editing process it is helpful to save different drafts of articles. A helpful subject line, for example, is: `Zipped_Article_Gallagher_1`.

## Articles and Magazine Sections

There are several factors that play a role in determining the theme, number of articles, and topics of the articles. *Zipped* is laid out by the following sections: Style Files, Zipcode, Feature well, and Fashion Conscience. Style Files and Zipcode are considered front-of-book or FOB. These stories tend to be shorter. Style Files focuses on national fashion news and gives students a broader perspective of fashion trends. We try to coordinate the timing of the release of the publication with the timeliness of the stories we write. For Style Files this can be difficult because we work three months in advance, just like in the real world. This is also good practice, however, because most monthly magazines work three months in advance.

# Story Focus

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ZIPPED MAGAZINE

SAMPLE STORY FOCUS SHEET Example Spring 2011

**Issue:** Spring 2011

**Story Title:** Public Figures as Fashion Icons

**Due Dates:** Story outline and interviews Friday, February 4.

Meet in person with editor by Monday, February 7.

STORY DUE Friday, February 18.

**Length:** 500-700 words

**Writer:** Victoria Napoli

**Editor:** Features Editor, Michelle Menner

**Photographer/Illustrator:** TK

**Focus:** Michelle Obama and Kate Middleton: is it more important for these public figures to focus on their greater place in society or fashion? Should they cross both worlds? This should be a balanced piece (equal parts Obama and Middleton), but also a piece that takes a neutral stance on these women and their place in fashion. Sources can provide their opinions, though.

**Please provide:** 3 heds, 2 deks, art ideas.

**Sources:** Carla Lloyd, Associate Professor, Newhouse, cvlloyd@syr.edu, Contact in VPA, Jeffrey Mayer, Program Coordinator, Claudia Gervais

**Michelle Obama:** <http://www.styleite.com/media/oscar-de-la-renta-obama-mcqueen-2/Mrs-O.org>, Google "Robin Givhan + Michelle Obama," <http://www.npr.org/templates/story/story.php?storyId=133297370>

**Kate Middleton:** Vogue Feb. 2011 pg. 196, <http://www.wwd.com/media-news/fashion-memopad/kate-middleton-lands-her-first-cover-3412050>

<http://latimesblogs.latimes.com/alltherage/2010/11/kate-middleton-fashion-icon-in-the-waiting.html>

[http://nymag.com/daily/fashion/2011/01/kate\\_middleton\\_has\\_quit\\_her\\_jo.html?mid=partnerfeed](http://nymag.com/daily/fashion/2011/01/kate_middleton_has_quit_her_jo.html?mid=partnerfeed)

Find other articles on TheCut from NYmag.com, Cathy Horyn from NYT, WWD

**Questions to ask:** Should public figures be fashion icons? Should they be treated like celebrities and grace the covers of magazines? Do you feel they focus equal amounts of time on fashion and issues? Do you feel their fashion choices are always appropriate (Obama in McQueen at state dinner, Middleton in Issa at Engagement)? Why are designers and editors getting involved (putting them on the covers of magazines and wanting to dress them for events)?

**Art:** Photos of Obama and Middleton. Fashion inauguration photos (Kate Middleton in Issa) (Michelle Obama in Narciso).



# Sample Editorial Calendars Spring 201

## **Zipped Magazine Editorial Calendar — Spring 2010 Issue (Subject to Change)**

### **Tuesday, January 18th 8pm**

Full staff meeting

### **Tuesday, January 25th**

Fashion, photo and art meet

Art memos are due by email

Liz, Michelle, send art memos to Molly, Alyssa first

Alyssa sends art memos to Nancy

### **Friday, January 28th**

Features and Assoc. Features send out article assignments to writers

CC ALYSSA AND MOLLY

Style File assignments sent out

### **Friday, February 4th**

Story outlines and interviews due by email to editors.

### **Sunday, February 6th**

Accessories shoot

Hannah, Timmy, Mohammed pick up clothes

Molly and Sammi aren't available Saturday to pick up clothes

### **Monday, February 7th**

Writers must meet with editors and go over interviews and article outlines in person

### **Tuesday, February 8th**

Art/Photo meeting 7:45pm

### **Wednesday, February 9th**

Illustration assignments go out

### **Friday, February 11th**

Style files due to editors

GUY MODELS AND LOCATION FINALIZED

### **Saturday, February 12th**

Features and Assoc. Features each read half the style files, then swap

# Sample Editorial Calendars Spring 2011 Continued

## **Monday, February 14th**

Style files due to Alyssa (continued on next page)

**FASHION MEETING THIS WEEK**

**February, 18th Final features due.**

## **Sunday, February 20th**

Guys shoot

Thursday, February 24th

Alyssa and Molly send articles to fact-checkers

## **Friday, February 25th**

MAIN SHOOT LOCATION AND MODELS FINALIZED

- Warehouse 7th floor

## **Sunday, February 27th**

Features meets to edit all copy

Copy meeting Friday, March 4th

## **Monday, February 28th**

ILLUSTRATIONS DUE

## **Sunday, March 6th**

Main shoot

## **Sunday, March 6th**

Copy editing meeting

## **Monday, March 8th**

All copy due to art department

## **Friday, March 18th**

Angela must have art finished by today

## **Wednesday, March 23rd**

Final copy review

**Go to print on March 27th**

# Editorial

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## Anatomy of a Magazine Article

**Inverted Pyramid** – most important information on top and least important information on bottom.

**The Diamond** – for long-form features start small, focus in, and then open out giving the reader scope, and bring it back in at the end.

**The Mountain Range** – works best for longer features. Start with the lede, go into background, and reach an emotional high point.

**The Arc** – Begins with the lede, moves chronologically, reaches the climax, and comes to a satisfying conclusion.

## Front-of-Book (FOB) and Back-of-Book (BOB)

FOB and BOB are shorter pieces in the front and back of the magazine.

### Common formats in FOB and BOB:

Charticles, a combination of text, images, and graphics, according to the American Journalism Review, Narrative, Q&A, Editor's Picks, and bulleted articles. These formats allow for easier, service-oriented pieces.

## Feature Well

Features are located in the middle of the magazine, which is how the term “feature well” was coined. Most magazines place their longer, articles in the middle of the publication.

## Narrative Arc

What is moving us through the story?

1. **Lede** – pulls reader in.
2. **Nut Graf/billboard** –point of story, the nut graf gives context, and statistics/other information to ground the story.
3. **Body** – middle part of the article that contains anecdotes, profiles, or background information to tie together story.
4. **Wrap-up** – circle back to lede and leave reader with sense of closure.

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## Copy Flow

This is the order in which drafts of articles should circulate among editors. The following comes from developing a copy flow for *Zipped* magazine as well as from Magazine Editing (MAG 408) with Professor Harriet Brown.

### *Zipped* Copy Flow

The *Zipped* features staff comprises a Features Editor and an Associate Features Editor. Each editor is assigned a certain number of articles. The Features Editor is typically assigned the longer feature, two shorter features, and three to four style files. The Associate Features Editor is assigned four to five style files and a shorter feature. Based on the deadlines in the editorial calendar, the editor should be in touch with the writer as soon as the story is assigned. At this point a story focus sheet should be sent to the writer. Let's say, for example, the Features Editor has assigned an article. When the writer receives his or her story focus sheet the copy flow should go as follows:

#### 1. Copy Outline

- Appropriate editor reads outline, including at least two interviews and research
- Managing Editor reads outline
- Editor-in-Chief reads outline
- Appropriate Editor meets with writer to go over notes from ME and EIC

#### 2. Copy I

- Associate Features Editor reads draft I, makes edits in Track Changes on Word, sends to Features Editor
- Features Editor reads, edits, and sends to ME
- Managing Editor reads draft I, edits, and sends to EIC
- Editor-in-Chief reads draft I, makes edits
- Features Editor meets with writer to go over edits. The editor should make sure the writer understands the edits, where the story lacks focus, additional interviews she needs to conduct, and more research she needs to do.

#### 3. Copy II

- Structural Editing: Associate Features Editor reads draft 2, makes edits in Track Changes on Word, and sends to Features Editor
- Features Editor reads, edits, and sends to ME
- Managing Editor reads draft 2, edits, sends to EIC
- Editor-in-Chief reads draft 2, makes edits

#### 4. Copy III

- At this point, the writer has had two chances to revise the story and make necessary changes. If drastic changes are made to the final piece, after the writer last revises it, an editor should meet with the writer to go over why those changes were made.

# Editorial

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## 5. Copy IV

- Editors meet to line-edit
- The features editors, Managing Editor, and Editor-in-Chief meet and go over hard copies of the articles.
- Each editor should read through each article, marking changes with colored pen, and initial at the top.
- Copy editors edit hard copies of each article.
- Supply copy editors with *Chicago Manual of Style* or *AP Stylebook* the most recent issue, and a copy of your house style sheet.
- Only one electronic copy should be open of each article at any given time.
- When copy editors are finished, editors should go over edits and make appropriate changes

## 6. Copy V and Copy VI

- When design is completed, editors should meet to conduct proofing the layouts.
- This includes looking for misspelled words, alignment, spacing, photo credits, illustrator credits, bylines, quotation marks, fonts, bold, italics, page numbers, folios, and photo justification.
- Editors should look over hard copies of each proof and initial at the top.
- Art Director should input changes. EIC should work with Art Director to input changes.

## Advice from some JERKS:

**Jerk magazine writes with a strong, alternative voice. The publication comes out three times a semester. I spoke to Editor-in-Chief Gregory Miller (Fall 2010-Spring 2011), Executive Editor Nina Elias, and Web Editor Megan Hess. Here are their key pieces of advice for student editors and student publications:**

**Departments:** Rely on department heads to control their sections. Editor-in-Chief should not attend all art, photo, features, web, business, and public relations meetings. The Director or Editor of each section should delegate to the assistant and associate staff members.

**Know Your Editing:** Nina Elias, Executive Editor Spring 2011, advises editors to take MAG 408 before becoming an editor of a campus publication. The course helps editors understand the differences between structural and copy editing, and how to write in different voices.

**Think Long-Term Relationships:** When hiring staff, think about how they will help the magazine in the future. Can you see them as Editor-in-Chief? Build people up from the bottom, says Gregory Miller.

**Managing Editor:** Should stay in charge of copy flow and time frames. The Managing Editor stays on top of the editorial calendar, making sure the staff doesn't veer off track. This position is extremely important in terms of making sure production runs smoothly, says Elias.

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# Fact-Checking Guide

Sources: Professor Harriet Brown, *The Fact Checker's Bible: A Guide to Getting it Right*, and *Zipped*

- Read through the piece first to get a sense of what it's about. Think about the main points the writer makes.
- On your second read, highlight any facts that need to be checked: spelling of names, places, titles, dates, times, occupations, books, articles, store names, designers, etc.
- On your third read, look for and mark more complex ideas. If a writer has an abstract idea in the piece make note of that as well.
- Read through the piece again.
- Bring any potentially questionable or sensitive material to your editor's attention right away. If you have trouble getting in touch with a source or can't find information about a topic/idea, let your editor know immediately.
- Writers should turn in complete source lists with contact information when turning in story.
- Check with primary sources first: transcriptions, notes, dictionaries, studies, and other books.
- Check other reputable web pages or books: *The New York Times*, *Washington Post*, *Wall Street Journal*, and national magazines.
- Remember to consider the source! Do not use unreliable sources such as [www.wikipedia.org](http://www.wikipedia.org).
- Make notes for your editor in pen or pencil and highlight over correct information with a pink high-lighter. Remember, yellow = to be checked; pink = checked off.
- If you feel something is missing from the piece that would clear up a section based on your fact-checking research, make a note and discuss it with your editor.

# Fashion

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Not all campus publications contain a fashion department. This advice, however, also relates to photo spreads in general. *Zipped* breaks the “Newhouse publication” stereotype. *Zipped* staff members study in the Visual and Performing Arts School (VPA), Whitman School of Management, College of Arts and Sciences, and the S.I. Newhouse School of Public Communications. As an editor, I recognize that this aspect of the magazine helps bring different talents to meetings, photo shoots, and to our ideas. It also helps make a case for more funding. Our Fashion Director, for example, views photo shoot concepts in an entirely different way than I do.

## Deciding on theme

During the first staff meeting of a semester editors are required to bring ideas for their sections. The Creative Director, Fashion Director, and Associate Fashion Director conceptualize photo shoots. Concepts include location, clothing, models, and overall theme. The theme should be discussed with the Photography Director and Associate Photography Director to finalize the concept. Photographers need to know about the theme in order to determine lighting, backgrounds, and location needs.

## Clothing & Local Retailers

### Ellie Mia

→ Ellie Mia opened in Fall 2010. *Zipped* has a great relationship with the owner. We borrow clothes 2-3 times a semester and conduct photo shoots on Sundays when her boutique is closed. 754 South Crouse Ave, Syracuse

### Modern Pop Culture

→ Modern Pop Culture is a vintage/consignment boutique in downtown Syracuse. The owner offers a range of well-priced clothing and lets us frequently borrow clothes. 306 West Jefferson St., Syracuse

### Some Girls Boutique

→ Some Girls sells dresses, tops, jeans, and accessories in bright, floral, and bold patterns. If you're looking for an eclectic or stand out piece, Some Girls has it. 145 Marshall St., Syracuse

### J Michael Shoes

→ This M-street boutique sells shoes, American Apparel merchandise, and other accessories. If you and your publication develop trusty worthy relationships with the owner it shouldn't be a problem. 173 Marshall St., Syracuse

### Jet Black, Bounce

→ These downtown boutiques, owned by Joel Shapiro, are notorious for being difficult to borrow from. If you work with the managers of the stores you might be able to borrow merchandise. 124 & 129 Walton St., Syracuse

When borrowing clothes we take 5-10 pieces from each store for no more than 48 hours. We work with the stores to return the clothes when they want.

Fall 2010 Main Shoot *Zipped*





# Rebel in the Light

Styling: Hannah Slocum and  
LaTimberly Johnson  
Makeup: Hannah Slocum,  
LaTimberly Johnson, and  
Samantha Corbin  
Photography: Ben Addonizio



### On Jane:

Ellie Mia Boutique: Studded bracelet, \$25; Skull chain necklace, Matt Spiro, \$40; Initial ring \$25; Gold and silver ring, \$20; Bra bracelet, \$36

Some Girls Boutique: Black bandeau top, \$9; Bar ring, \$16; Claw ring, \$39; Gunmetal elastic ring, \$15; Gold ribbon necklace, \$29

Gloves, gold bangle, gold ring (right), and wrap bracelet, stylist's own

Snake bracelet, Ria's Obsession, \$15

## Behind the Scenes at Photo Shoots

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- **Photo Shoots**
- Photo shoots do not just pertain to fashion publications or magazines with fashion sections. Creative Director, Art Director, and Editor-in-Chief need to work together to plan the photo shoots for editorial spreads and for articles.
- Here is an example of the process *Zipped* goes through when conceptualizing an editorial spread. I will use our Fall 2010 main photo spread, “Beauty and the Grunge,” as an example.
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- 
- **Concept**
- 
- The initial idea of our Fall 2010 main photo shoot was “harsh against pristine beauty.” Our Fashion Director had the idea to work with grungy clothing: leather, cargo, denim, fringe, and dark colors against fall colors, lace, and silk. The Photography Director furthered the concept by thinking of locations: alleyways, motorcycles at Dinosaur BBQ, and fire escapes behind Marshall Square Mall.
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- 
- **Clothing**
- 
- The fashion team compiles clothing from local stores. The process begins by contacting stores and assessing their availability based on the photo shoot date.
- The fashion team picks up clothing the day before the shoot and decides on looks (pairs of outfits before the shoot). The fashion team—stylists, makeup artists, Creative Director, and Editor-in-Chief—meet on the morning of the shoot to set up clothing and go over looks.
- 

- 
- **Location**
- 
- Location is a very important aspect of photo shoots. Syracuse weather makes this process difficult. Snow creates a complicated environment for shooting outdoors. In the winter photo shoots should take place indoors. While this limits lighting and scenery, creative concepts still exist indoors. For the main shoot of our Spring 2011 issue, we used white mannequins in the VPA Warehouse.
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# Public Relations

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## Promotion & Brand on Campus

The Public Relations staff of *Zipped* promotes the magazine across the Syracuse University campus and the city. With the growth of social media, I chose to expand the Public Relations staff to include a Director, Associate Director, and Assistant Director. It is important for the staff to work together to delegate who is in charge of on-campus promotion (flyers, social media, Twitter, and Facebook) and who writes press releases about photo-shoots and events.

## Press Releases

Student publications should promote events they host, speakers they bring to campus, behind-the-scenes looks at photo shoots, partnerships with local retailers, and launch parties. The following are individuals on campus to whom press releases can be sent:

- SUNews and InsideSU: Cyndi Moritz at [cjmoritz@syr.edu](mailto:cjmoritz@syr.edu)
- Connective Corridor: [corridor@syr.edu](mailto:corridor@syr.edu)
- The Newshouse: Job Glass at [jnglass@syr.edu](mailto:jnglass@syr.edu)
- syr.edu: Paula Meseroll at [pcmesero@syr.edu](mailto:pcmesero@syr.edu)

## Collaborations

As Editor-in-Chief I work to make *Zipped* more than just a print publication. With the relaunch of our website, Twitter, and Facebook page, our brand crosses boundaries. When I was a freshman, student publications were magazines you picked up in Newhouse. Now publications are brands with followers, fans, and friends. It is important to keep the publication and its brand active.

## PR Meetings

The PR Director is in charge of overseeing the PR team and should delegate tasks to the team. The PR team meets weekly to discuss collaborations, social media, relevant flyers, brand awareness, potential speakers, and release date details. The Editor-in-Chief attends biweekly meetings with the PR team and when otherwise necessary. The Editor-in-Chief notifies the PR team when he or she wants a specific event promoted, flyers made, or press releases written.

## Bookstore

In the summer when I hired the PR Director she had an idea to hold a design collaboration with the Syracuse University bookstore. I wanted to pursue the idea immediately. After meeting with the bookstore in November to discuss the competition they agreed to take part in it. Chancellor Nancy Cantor and basketball Point Guard Scoop Jardine agreed to serve as judges. There were nearly 10 design entries for t-shirts, sweatshirts, and sweatpants. *Zipped* staff and other judges chose a contest winner and the bookstore produced the apparel to sell.

## Benefits

After the bookstore competition we chose a winner, the PR team created this poster. We hung up the poster around campus and used it as a press release to announce the winner. The winner was featured in our Spring 2011 issue, which created press for her, our competition, and the magazine.

- Campus-wide recognition of magazine
- Awareness of *Zipped* across campus
- Press in *The Daily Orange* and on *Citrus News TV* about the competition

# ZIPPED



Zipped magazine and the SU bookstore bring you four new designs fresh from the gear design competition. Buy a new look of your own to show off your school spirit and look good while doing it.

Designs by winner:  
**Alicia Zyburt**

# Public Relations

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## Bringing Speakers to Campus

This semester *Zipped* worked to bring Kelly Cutrone, fashion publicist of public relations firm People's Revolution, to Syracuse University. Fashion fans know Kelly Cutrone for her knowledge of the fashion industry and fame from the MTV hits *The City* and *The Hills*. *Zipped* thought it would be a good opportunity to bring together students from across campus. Students were interested in hearing Kelly Cutrone speak whether they were interested in entering the fashion industry or not. Speakers are also a good idea to spread the word of your publication by co-sponsoring an event. Because most publications are only allocated enough money in their budget to print issues, you have to reach out for money elsewhere. After nearly three months of contacting various campus organizations and offices we received a total of \$7,000 of funding of the Kelly Cutrone event.

### Funding

Women in Communications, \$1,000

Dean Grassi, Office of Student Affairs in Newhouse, \$1,000

Co-Curricular fee funding, \$1,000

The Student Association, \$4,000

## List of contacts for bringing speakers to campus:

Office of Student Affairs, Associate Dean of Student Affairs, [rmgrassi@syr.edu](mailto:rmgrassi@syr.edu)

Entrepreneurship Club, Michael Yormak, VP of Operations, [Mbyormar@syr.edu](mailto:Mbyormar@syr.edu)

University Union, Performing Arts Director

Women in Communications, Amy Orgel, President, [amyorgel@gmail.com](mailto:amyorgel@gmail.com)

Co-Curricular University Funding, Sylvia Langford, Associate Vice President of Student Affairs for Discovery and Engagement, [stlangfo@syr.edu](mailto:stlangfo@syr.edu)

\*SU contacts are subject to change

## Kelly Cutrone Promotional Flyer Spring 2011

### Event Flyers

- Include: contact [zippedmag@gmail.com](mailto:zippedmag@gmail.com), "brought to you by your student fee," date, time, web site, @Zippedmag, Facebook: Zipped Magazine
- Flyer should reflect Zipped's image and include an illustration, fashion photography, or engaging design. When possible include the Zipped wordmark
- Process – print flyer on 8 by 11 or 11 by 17 paper
- Take to David Sargalski in Office of Student Life to have flyer approved with "RSO" stamp
- Place copy request in Student Association for number of copies and color of paper
- Place flyers in Newhouse, Schine, library, dining halls, Whitman, VPA
- DO NOT tape flyer to the walls, because maintenance is required to take them down at night

# Kelly Cutrone visits SU

Monday, **APRIL 11, 2011, 7PM**  
Shaffer Art Building, Shemin Auditorium

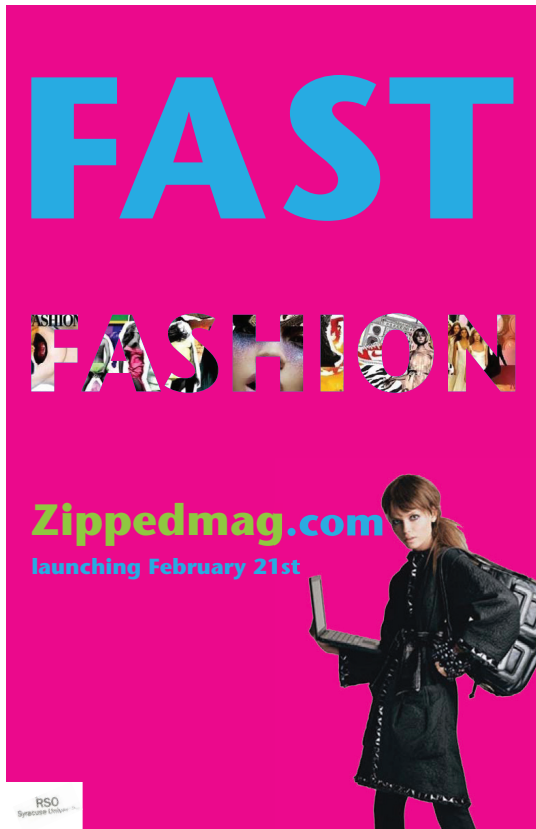
in association with

## ZIPPED

Women in Communications  
Student Association



# Public Relations



Promotional flyer for website relaunch, spring 2011. Placed throughout Newhouse, VPA, Whitman, and Schine.



## ZIPPED

Submit your own designs to be produced by the Bookstore and featured in Zipped Magazine!

**Submission deadline:** February 7, 2011 to Zippedpr@gmail.com

**What to submit:** Name, email address, phone number, 1 t-shirt, 1 sweatshirt, 1 sweatpant and 1 apparel design of choice

**LET'S GO 'CUSE!!**

Promotional flyer design competition with SU bookstore. Placed in bookstore and across campus. Spring 2011.



# ZIPPED

The first and only fashion magazine at Syracuse University.

## GENERAL INTEREST MEETING

for writers, bloggers,  
photographers, models  
and illustrators.

**TODAY, 7pm**  
Newhouse I room 101



# Social Media

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## Uses, Platforms, and Branding

Since my freshman year in Newhouse, professors have been talking about the importance of the Internet. Discussions about print journalism dying were common in classes. By my senior year, magazines started embracing the Internet. Magazines developed iPad applications, which began to increase subscriptions through their websites, and began creating unique content for the web. Magazines turn photo-shoots into photo slide shows online. Successful magazine websites like nymag.com have several blogs to accompany the site. Student publications started recognizing the growing importance of social media and the Internet. Now we embrace it. The following information is compiled from *The Zen of Social Media Marketing* and Professor Jon Glass.

In *The Zen of Social Media Marketing* by Shama Hyder Kabani discusses how online marketing is an art and a science. This is what she refers to as the “zen.” She focuses on how to successfully use each type of social media. Successful online marketing includes attracting, converting, and transforming customers. This means attracting traffic to the website, turning a stranger into a customer, and transforming success into attraction. These tools are important because social media works best for attracting traffic. But the best way to start a conversation is your web site.

In terms of student publications, it's crucial to recognize the importance of attracting and converting “customers” even though we don't “sell” products. Social media should be used to attract attention and the website is ideally used to direct people to the publication, blogs, contests, and events surrounding your publication. It is useless to engage in social media marketing if you don't have a website (Kabani, 11). Differentiation is another aspect of social media marketing. “Social media doesn't account for a hill of beans unless what you're promoting stands out in a crowded marketplace,” (Kabani, 15) says Suzanne Falter-Barns from *Get Known Now in The Zen of Social Media Marketing*.



Twitter is the fastest growing social networking site (Kabani, 73). It acts as a platform to share information, seek answers, and reach out to people you otherwise wouldn't connect with. The limit of 140 characters per tweet provides a constraint. But this limit means each tweet should contain a burst of valuable information.

### **Make the most of Twitter**

Twitter is not about telling the world what you're doing at that moment. Twitter is a form of collaborative thinking and community (Kabani, 81). Lauren Fischer from *NEED* magazine emphasizes the importance of staying active with social media. "The reason why we gain fans/followers/RTs (re-tweets) every day is because we're actively updating content," she says (Kabani, 184).

### **Add value**

- Link to other sites and pages that relate to your community of followers
- Think strategically about tweets
- Respond to messages and reply to followers
- Share articles from recent issues and blog posts
- Share pictures in slide-show format
- Post links to video

### **Feedback**

- Ask for feedback
- Ask followers what they think about issues, political topics, trends, or recent news articles

### **Branding**

- Use Twitter as a way to promote your brand—share launching dates, tweet pictures from behind the scenes at photo-shoots
- Engage your readers and think about how to convey the voice of your brand
- Work on attracting people and encouraging them to explore the brand

# Social Media

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Earlier this year two other college fashion magazines contacted us about taking part in a biweekly Twitter conversation. *Thread* magazine at Ohio University and *Clutch* magazine at Florida State University started the event. The conversation is called #CAMPUSFASHION. Approximately 10 magazines from universities and colleges across the country take part in the discussion. The tweets range from favorite designers and trends to personal style. We find this Twitter conversation an effective way to collaborate with other publications on a national level. It also gets attention among students at Syracuse University. The Public Relations Director of *Thread* magazine sends the questions. Any member of the magazine staff is welcome to take part. For *Zipped*, one of the Associate PR Directors organizes the conversation and tweets from his personal account and the @Zippedmag Twitter account. Each person taking part in the conversation replies to the question and includes #CAMPUSFASHION in the tweet. Examples of questions include:

1. What spring trend are you most excited for?
2. #NYFW (New York Fashion Week) recap. What were your likes/dislikes/favorite collection?
3. If you were going to a Lady Gaga concert, what would you wear?
4. What are your top three beauty must-haves for spring?
5. Watches--accessory? Timepiece? How do you select for purchase/wear?
6. Award season! Who is on your best/worst dressed list and why?

## Helpful applications

- Hootsuite ([hootsuite.com](http://hootsuite.com)) lets you to load multiple Twitter and social media accounts. You can run your personal Twitter, the publication's Twitter, the publication's Facebook, and LinkedIn. The application also lets you schedule tweets. This is helpful when the magazine release is approaching.
- TwitPic ([twitpic.com](http://twitpic.com)) shares/sends photos to your Twitter account
- TweetDeck ([tweetdeck.com](http://tweetdeck.com)) is a Twitter application for your desktop. It displays people you're following, direct messages, and replies in three separate columns

# Interactivity & Effectiveness

Jon Glass, General Manager of the Collaborative Media Room in Newhouse, serves as the executive producer of TheNewsHouse.com, a student-produced news, sports, and entertainment site reaching the Syracuse University community. Glass works to engage students with TheNewsHouse with interactive features. He also teaches “Web Journalism and Innovation.”

Glass believes publications can operate as online only. TheNewsHouse takes guidance from successful mainstream publications, including Politico.

- Form a social media team
- More active you are on Social Media, the more you get out of it
- Engage in conversations with followers on Twitter
- Build brand loyalty by interacting with followers on Twitter
- Understand the value of Retweeting (RT) and direct messaging (DM)

The screenshot shows the Twitter profile for Zipped Magazine (@ZippedMagazine). The profile header includes the name, location (Syracuse, NY), a bio describing it as a fashion and beauty magazine for the Syracuse University campus, and the website URL (http://www.zippedmag.com). The profile is marked as 'Following'. The main content area displays a timeline of tweets from the account, including announcements about spring content, Oscar coverage, and favorite Oscar looks. The right-hand sidebar provides statistics (363 Tweets, 125 Following, 176 Followers, 18 Listed), connections (users followed by and followed by), and a list of similar accounts to follow.

# Social Media



Facebook should not be used as a way to push a product or service (Kabani, 42). According to *The Zen of Social Media Marketing* research shows that people use Facebook as a way to express themselves. Do not make a profile page for your publication. Profile pages are intended for individuals. Groups and fan pages are meant for products, businesses, or media publications. For example, *Zipped* is a page on Facebook with 471 “likes.” A page lets your student publication track “likes.” Later, I will discuss how your Facebook “likes” and Twitter followers are tangible examples of interest in your publication when submitting a budget proposal to the Student Association. Google indexes pages, which means they show up on Google (Kabani, 58). Facebook also does not limit the number of fans any page can have. Fischer from *NEED* magazine recognizes the importance of fans. Fans indicate what they like and dislike, which gives editors and writers at a magazine an idea of what is working. Notice what your fans like and dislike to improve and focus your content.

## Status updates

- Similar to tweets: these should be used in a strategic way
- Share events associated with the publication, give advice, share links, photos, and videos
- Start conversations with fans of your page

## Facebook Events

- Promote events or milestones on Facebook
- Invite friends to events such as model calls, general-interest meetings, and launch parties

The screenshot shows the Facebook page for Zipped Magazine. The page layout includes a top navigation bar with 'facebook', a search bar, and links for 'Home', 'Profile', and 'Account'. The main content area features a cover photo of a woman, a 'Write something...' text box, and a list of posts. The posts include announcements for a chat session, a design competition, and a book launch party. On the right side, there are several advertisements, including one for 'FREE Application!' for young artists and another for 'University Village Apartments'.

# Website

## *Zipped Magazine website*

The relaunch of the website heightened the awareness of our brand. Posters about the relaunch of our website, [www.zippedmag.com](http://www.zippedmag.com), were placed throughout the SU community in buildings such as Newhouse, the Warehouse, Whitman, Schine, and the library. The site has been gaining recognition on Twitter and with our readers on campus.

## *Importance of a website*

- Provides readers with daily content
- Gives readers contact information of publication
- Incorporating web content resembles what real world magazines do today
- Allows more students to get involved through blogging
- Can link to website from Twitter and Facebook

**ZIPPED** THE BLOG

ZIPPED HOSTS

**KELLY CUTRONE**

[CLICK FOR FULL SIZE ->](#)

**Style Turned Tradition**  
*By Sarah Schmalbruch*

Whether you're ultra-preppy, athletic, a true American, all of the above, or none, you most likely own one piece of clothing whose tag contains some variation of the name Ralph Lauren. This name has come to be associated with a large array of labels which all fall under the umbrella of tried, true, and classic style.

[Read more ->](#)

BLOG  
PICS  
GALLERY  
ABOUT

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# Art & Photography

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## Art Direction



Every publication needs an Art Director. Art Directors make it possible to create a publication. The Art Director handles production and design. He or she should stay involved with the editorial and photography process throughout the semester. This gives the Art Director an idea of the tone of the articles and photo spreads. The following information is from Professor Harriet Brown and Magazine Editing, *Folio Magazine*, and experiences on *Zipped*.

## Art and Concept Meetings



After editorial content is finalized a meeting with the art staff is held. The features staff send the Art Director and Associate Art Director story focus sheets with their art ideas for each story. The first art meeting includes of the Editor-in-Chief, Creative Director, Art Director, Associate Art Director, Photo Director, and Associate Photo Director. If design/illustration is required for a story, the art team assigns a designer or illustrator. If photography suits an article better, the photography staff assigns a photographer. All photographs, illustrations, and articles are due to the Art Director on the same day. This makes the process of designing the magazine cohesive. Art Director should receive photos, illustrations, and articles as they are completed.

*Zipped* Main Photo Shoot Fall 2010





# Art & Photography

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## Entry Points

Visual hierarchy, drop caps, subheds, hed/dek, pull quote, lede, chart,

## Effective Design

less is more

avoid multiple typefaces on one page

white space is good

people read in z formation

art should serve a purpose

shy away from multiple colors

## Relationship with Art Director

An editor's relationship with the Art Director can become complicated. While some Art Directors feel they have the final say, most editors would agree the editor possesses that authority. Here are some tips from *Folio* magazine and Professor Harriet Brown to make the best of your relationship with your Art Director:

- Relationship works as a partnership
- Relationship with Art Director should make life easier on the editor
- Let your Art Director down nicely: "This design doesn't look inviting for readers" or "doesn't work with our voice" as opposed to "I don't like your style."
- Remember, you have the final say with design and with hiring/firing

*Ziped* Main Photo Shoot Spring 2011



© Danielle Carrick

# Art & Photography

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Advice from a *Zipped* Photography Director

## photo-shoots

Photo shoots can get pretty elaborate. They involve coordinating models, stylists, make-up artists, photographers, and other staffers. Each person has his or her own role before, during, and after the shoot. The photographer has the technical expertise to carry out the idea: how to set up lighting to create the right effect or mood, how to highlight the clothing and make the model look good, and how to edit and retouch the images.

## studio space

In the case of *Zipped* Magazine, the photographer will likely have access to the Newhouse Studios. Studio spaces fill up fast and require booking in advance. Studio times come in predetermined four-hour blocks, which should be taken into consideration when determining a call time for models and stylists. If the shoot will overlap into another time slot, that slot must be booked as well.

The stylists and others need a place to hang their clothes and set up their make-up. Usually, the large tungsten light will give them enough light to work with, and two C-stands can be set up with a pole between them for an impromptu clothing rack.

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## *Zipped Cover Fall 2010*

**D**eciding on cover involves thinking about the quality of the photo, time of year, attention-grabbing aspects, and audience. This dress immediately caught our attention in the store and we knew we wanted to use it for the cover shoot. The darker colors were also appropriate



© Ben Addonizio

# Advertising

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The fall 2010 issue of *Zipped Magazine* was the first issue ever to include advertisements from local boutiques and vendors. During the spring 2010 season, the Advertising Director laid the groundwork for incorporating advertising into the publication. By strengthening relationships with local businesses, boutiques, and restaurants, *Zipped* jump-started what is now a regular feature of the magazine. It strengthens relationships with owners and managers of local stores. It also creates relationships similar to those in the real world between magazines and advertisers. These relationships help us when we borrow clothing for photo shoots. Advertisers in the area appreciate promotion in campus publications because they understand how strong their student customer base is. Since 100 percent of our budget from the Student Association goes to printing it helps to have another source of income.

## Economic Relationships

The fall issue included advertisements from local Marshall Street businesses Funk 'n Waffles and Ellie Mia Boutique. In the spring issue, we expanded the advertising with an ad from Modern Pop Culture. The back cover of the magazine will again feature an advertisement from Ellie Mia Boutique—this time photographed, edited, and styled by Syracuse University students. The money acquired from advertising allows us to cover costs including paying for yearly domain fees of the website, makeup and hair products for photo shoots, extra clothing for photo shoots, and any money we need to repair clothing if it is lost, stolen, or damaged at a photo shoot.

## REVENUE

**2007 - Spring 2010:** No advertising, \$0

**Fall 2010:** two full-page advertisements, \$60

**Spring 2011:** two full-page advertisements, \$230



Advertisements: above left, Ellie Mia Fall 2010; above right, Funk n' Waffles Fall 2010 and Spring 2011; bottom left, Modern Pop Culture Spring 2011; bottom right, Ellie Mia Spring 2011

# Budget

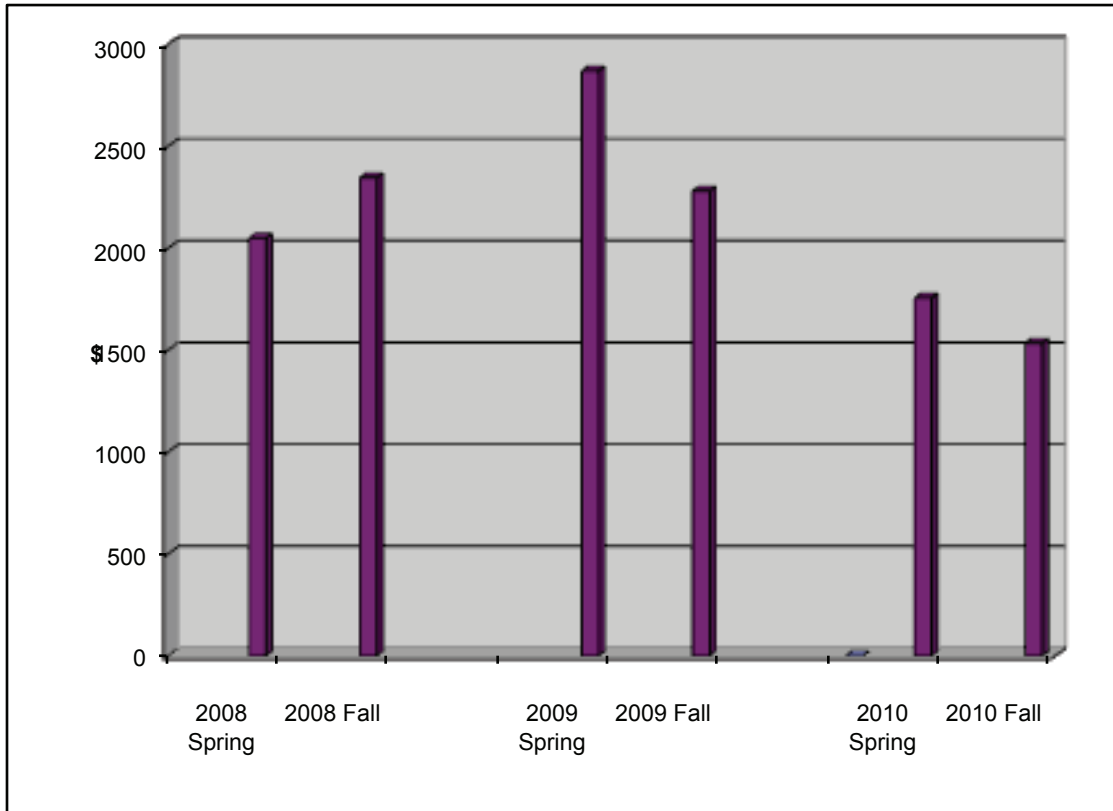
Funding for student publications is supplied by the student fees each undergraduate pays as part of their tuition. The Student Association's job is to allocate that money to student organizations across campus. Each semester, student organizations are required to submit a budget proposal requesting funding for the next semester. For example, the budget proposal that you submit in Spring 2011 requests funding for Fall 2011. The Student Association wants to see that publications are growing. The more information you include the better. Here is an example of some of the information you should include in your budget proposal based on how your magazine has grown, and what your publication is doing.

## Example of Table to Include in Budget Proposal

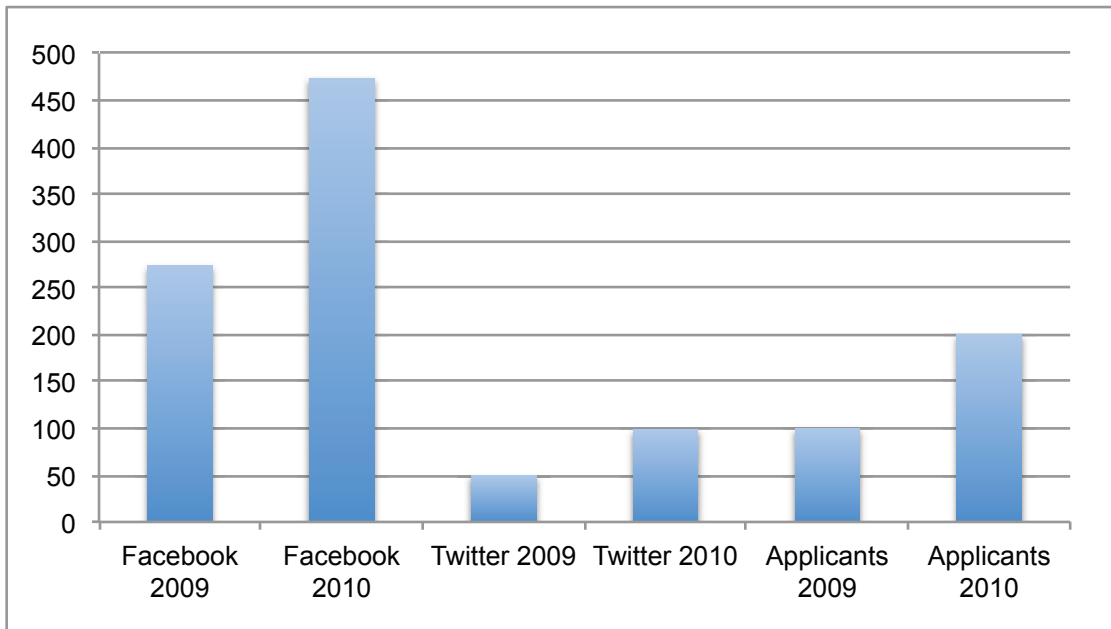
<b>Budget History:</b>	
2008 Spring	\$ 2,049.70
2008 Fall	\$ 2,346.34
2009 Spring	\$ 2,868.55
2009 Fall	\$ 2,280.42
2010 Spring (1010 copies, 20 pages + cover, full color)	\$ 1,755.27
2010 Fall	\$1,534.00
<b>Operating Budget</b>	
2010 Fall	\$107.40
<b>Advertising Revenue</b>	
2010 Fall	0

**NOTES:** In order to provide an unbiased and unaffiliated publication to the Syracuse University community, **Zipped Magazine does not generate revenue through the sale of advertisements**. This policy allows us to maximize space and content to reach a wide target audience.

Budget history *Zipped* magazine



Growing Interest *Zipped* magazine





# Appendix

## Proofreading Symbols

	Delete		Set in italic type
	Close up; delete space		Set in roman
	Delete and close up		Set in boldface
	Let it stand		Set in lowercase
	Insert space		Set in lowercase
	Make space between words or ellipses equal		Lowercase rest of letters/word
	Begin new paragraph		Set in all capitals
	Move right		Set in uppercase
	Move left		Insert period
	Center		Insert semicolon
	Flush left		Insert comma
	Flush right		Insert quotation marks
	Wrong font		Insert apostrophe
	Transpose		Insert colon
	Transpose		Insert hyphen
	Insert em-dash		
	Insert en-dash		

# Sources

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Melissa Chessher, Magazine Department Chair and professor Newhouse School, Syracuse University

Harriet Brown, Assistant Professor Magazine, Newhouse School, Syracuse University

Jon Glass, General Manager, Collaborative Media Room, Newhouse School, Syracuse University

Eric Holzwarth, Deputy Director, René Crown University Honors Program, Syracuse University

Meredith Popolo, Editor-in-Chief *Equal Time* Magazine 2010-2011, Magazine Student, Syracuse University '11

Nina Elias, Executive Editor *JERK* magazine 2010-2011, Magazine Journalism Major, Syracuse University '11

Megan Hess, Web Editor *JERK* magazine 2010-2011, Magazine Journalism Major, Syracuse University '11

Gregory Miller, Editor-in-Chief *JERK* magazine 2010-2011, Magazine Journalism Major, Syracuse University '11

Kathleen Corlett, Editor-in-Chief *What the Health* magazine 2010-2011, Magazine Journalism Major, Syracuse University '11

Hannah Warren, Founder *Medusa* magazine, Magazine Journalism Major, Syracuse University '12

Jeff Laboon, Founder and Editor-in-Chief Extra Point Magazine, Magazine Journalism Major, Syracuse University '12

Michelle Menner, Features Editor *Zipped* magazine, Magazine, Newspaper & Online Journalism Graduate Student, Syracuse University, '11

Kirsten Acuna, Editor-in-Chief *Medely* magazine 2010-2011, Magazine Journalism Major, Syracuse University '11

Neal Casey, The Student Association President, Syracuse University '11

*Chicago Manual of Style*

AP Style Book

Associated Content Yahoo

*On Writing Well*, by William Zinsser

Office of Student Life Syracuse University

The Student Association Syracuse University



Molly Gallagher, Honors Capstone Project, 2011