

We hope you enjoy the conference!

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Magazine BC
association of

MagsWest 24

Where BC's Magazine Industry Comes Together

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Magazine Association of BC

Conference Attendee Guide



VSO School of Music
843 Seymour Street. Vancouver, BC

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Kim Werker

Thank you

Welcome to Magazines West 2024!

The Magazine Association of BC is delighted to host our magazine community for an inspiring and informative day of learning and connecting.

We are grateful to the many people who helped make today happen: the MagsBC Board of Directors for their perspective, industry members who provided input on conference topics, and our sponsors and funders for their ongoing support of the magazine industry in BC.

The MagsWest Planning Team that worked on programming and design deserve our wholehearted thanks. They are Joyce Byrne, Doris Fiedrich, Lara Kroeker, Rebecca Lesser and Victor Terzis. Thank you also to our amazing speakers, and to our other staff and volunteers for helping the day come together.

We hope you enjoy the day, and join us following the program for our After Conference Networking Social!

Sincerely,
Sylvia Skene
Executive Director
Magazine Association of BC
exec@magsbc.com

7:00 AM - 8:15 AM **Networking Breakfast**

UVA Caffé Bar

900 Seymour Street, Vancouver

Attendees pay for their own breakfast; RSVP required.

Conference Venue:



VSO School of Music

843 Seymour Street, Vancouver

8:00 AM – **Registration Opens**

See registration desk for session, workshop and consultation room assignment

8:45 AM – 9:45 AM Keynote, Pyatt Hall, 2nd floor

Our Planet, Our Pages: Reader-Supported Journalism, the *Grist* Story

Katherine Bagley, Editor-in-Chief, *Grist*

9:50 AM – 10:50 AM Keynote, Pyatt Hall, 2nd floor

AI and Journalism: Navigating a Rapidly Changing World

Sandra E. Martin, Standards Editor, *The Globe and Mail*

10:00 AM – 12:00 PM Pyatt Hall, 2nd floor dressing/prep rooms

Magazine Doctor One-on-One Consultations

10:50 AM – 11:10 AM Networking and refreshment break

11:10 AM – 12:10 PM Keynote, Pyatt Hall, 2nd floor

Reimagining Online Magazines: *Byline* ... Deep Cuts and Deep Dives

Madeline Montoya, Art Director, *Bloomberg Businessweek*, and Creative Director, *Byline*

12:10 PM – 12:45 PM **Lunch**

12:45 PM – 1:25 PM **Funder Q&A**

12:45 PM – 2:00 PM Pyatt Hall, 2nd floor dressing/prep rooms

Magazine Doctor One-on-One Consultations

1:00 PM – 3:15 PM Workshop

Tech Tools for the Modern Writer and Editor

Omar Mouallem, Writer, Editor and Filmmaker

1:30 PM – 2:30 PM

1A | Ethical Fact-Checking Part 1, Reporting on Pretendians: A Case Study

Allison Baker and Viviane Fairbank, Co-Founders, The Truth in Journalism Project

1B | Publisher Intensive Part 1 - A Step-by-Step Framework for Strategic Planning (That Actually Works!)

Sharon McAuley, Publishing Consultant

1C | Pyatt Hall, 2nd floor

Finding and Keeping Readers: What's Working for Small/Cultural Magazines

Eithne McCredie, Publisher, *Literary Review of Canada*, and Circulation Consultant

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2:30 PM - 2:45 PM Networking and refreshment break

2:45 PM **Registration Closes**

2:45 PM - 3:45 PM

2A | Ethical Fact-Checking Part 2, Theory and Practice

Allison Baker and Viviane Fairbank, Co-Founders, The Truth in Journalism Project

2B | Publisher Intensive Part 2 - Revitalize Your Magazine: A Turnaround Workshop

Sharon McAuley, Publishing Consultant

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2C | What's Working for Indie Publishers Now!

Moderator: Jessie Johnston, *Asparagus Magazine*

Panelists: Jeanette Ageson, *The Tyee*

Eden Fineday, *IndigiNews*

Kim Werker, *Digits & Threads*

4:00 PM – 5:30 PM Lobby + Willms Salon

After-Conference Networking Social

Sessions

Our Planet, Our Pages: Reader-Supported Journalism, the *Grist* Story

KEYNOTE

Katherine Bagley, Editor-in-Chief, *Grist*

Grist [Grist.org] is a nonprofit, independent media organization using the power of journalism to engage and inform the public about the impacts and perils of climate change. *Grist* operates on a revenue model that mixes member support, foundations, major donors and advertising.

In this powerful keynote, *Grist*'s Editor-in-Chief Katherine Bagley will explore the critical role that newsrooms and magazines — digital and otherwise — play in shaping public discourse on climate change. You will learn how to use the power of journalism to inform and drive action, and how to experiment with storytelling and partnerships to reach new audiences.



Katherine (Kat) Bagley is the Editor-in-Chief of *Grist*, which covers climate, environmental justice and solutions. She is a journalism leader with more than 15 years of experience covering the climate beat, and more than a decade working in nonprofit news.

AI and Journalism: Navigating a Rapidly Changing World

KEYNOTE

Sandra E. Martin, Standards Editor, *The Globe and Mail*

In this keynote, Sandra E. Martin, Standards Editor at *The Globe and Mail* and longtime magazine editor, will walk us through the risks and ethical concerns associated with AI use by bad actors (such as leveraging AI to create realistic but fake content and websites), where AI is currently already being used by media companies in content and administrative management, as well as how to retain and rebuild audience trust.

Using real-world examples, Sandra will help ground attendees in an up-to-the-minute understanding of the landscape, how these issues are affecting the overall media ecosystem and how to navigate the next phase of this massive shift in society, the industry and our businesses.



Sandra E. Martin is *The Globe and Mail*'s Standards Editor, a role that seeks to ensure *The Globe*'s journalism is of the highest quality, and that the organization is accountable to readers. Previously, she served as *The Globe*'s head of newsroom development, as well as editor-in-chief of *MoneySense*.

Reimagining Online Magazines: *Byline* ... Deep Cuts and Deep Dives

KEYNOTE

Madeline Montoya, Art Director, *Bloomberg Businessweek*, and Creative Director, *Byline*

Join Madeline Montoya, Art Director of *Bloomberg Businessweek* and Creative Director of the new online magazine *Byline*, as she shares her insights into the design story for this groundbreaking online publication from New York City.

With its vibrant, contemporary design and rigorous editorial schedule, *Byline* offers readers a fresh and engaging digital experience. In this presentation, Madeline will discuss the challenges and opportunities of designing for an online audience; how *Byline*'s design references contemporary print language; the role of art direction in creating a distinctive brand identity; the success of *Byline*'s print editions; and how *Byline* has successfully bridged the gap between traditional print and modern digital media.



Madeline Montoya is a Brooklyn-based Graphic Designer, Art Director at *Bloomberg Businessweek* and Creative Director of *Byline*.

Tech Tools for the Modern Writer and Editor

WORKSHOP

Omar Mouallem, Writer, Editor and Filmmaker

Omar Mouallem, a prolific author and freelance journalist, cracks open his toolbox to demo the latest gadgets, software and phone apps designed to make twenty-first century writing more efficient.

In this updated and extended version of his popular 2020 workshop, he'll introduce you to prose-polishing AI, intricate story timeline/plotting software, word processors designed for managing huge projects and distraction-killing apps to keep your ass in your seat. He'll also give advice on optimizing basic tools like spreadsheets and maps to organize bounties of research and demo some of the scary ways that ChatGPT might help you.



Omar Mouallem is an author, filmmaker and educator. His journalism has appeared in *The Guardian*, *WIRED*, and *Maclean's*, where he is a contributing editor. His book *How Muslims Shaped the Americas* won the 2022 Wilfrid Eggleston Nonfiction Award and was named one of *The Globe and Mail's* 100 Best Books of 2021.

Sessions

ETHICAL FACT-CHECKING

Part 1, Reporting on Pretendians: A Case Study

Part 2, Theory and Practice

Allison Baker and Viviane Fairbank, Co-Founders, The Truth in Journalism Project

Journalists often strive to hold powerful people to account. But they also tell the stories of people whose power has been taken away—those who have experienced loss, abuse, violence, marginalization or oppression. Clearly, these two aims of journalism go hand in hand, yet they require different methodological practices, including different norms of communication and support between journalist and source. When it comes to fact-checking, the relationship between trauma, marginalization and accuracy is especially complex.

The first session focuses on a recent case study in journalism.

The second session outlines general best practices for editorial fact-checking when it comes to stories about lived experience, oppression and trauma.



Allison Baker is a co-founder of the Truth in Journalism Project and the head of research at *The Walrus*. From 2016-2024, she was the producer of *Mi'kmaq Matters*, a podcast about the Mi'kmaq people, politics, land and water of Ktaqmkuk (Newfoundland).



Viviane Fairbank is a co-founder of the Truth in Journalism Project. She has written, edited and fact-checked for *The Walrus*, *The Globe and Mail*, *Literary Review of Canada*, *Reader's Digest*, *Historica Canada*, *TVO*, *Harper's* and *NPR*.

Sessions

PUBLISHER INTENSIVE

Part 1, A Step-by-Step Framework for Strategic Planning (That Actually Works!)

Sharon McAuley, Publishing Consultant

Turnaround specialist Sharon McAuley will equip you with the tools and strategies you need to chart a path to success. In this session, you'll learn how to clearly chart your magazine's long-term goals; break down your vision into measurable, actionable steps; develop a roadmap for success; overcome planning obstacles; and put your plan into action.

This session is for magazines of all types and sizes, including consumer, business, art and literary.

Part 2, Revitalize Your Magazine: A Turnaround Workshop

Sharon McAuley will unveil powerful turnaround strategies used by media companies of all types and sizes, to overcome challenges and achieve lasting success.

In this session, you'll learn how to identify the underlying issues hindering your business's performance; reduce expenses without sacrificing value or future growth; focus on strategies that will increase reader-supported funding and improve ad sales; motivate your team; and stay focused!



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Sharon McAuley is a turnaround specialist, helping her clients transform their businesses. She honed her expertise over 20+ years in senior management positions with some of the country's largest publishing companies.

Finding and Keeping Readers: What's Working for Small/Cultural Magazines

Eithne McCredie, Publisher, *Literary Review of Canada*, and Circulation Consultant

In this hour, circulation expert and publisher Eithne McCredie (*Literary Review of Canada*) will share some circulation tools, benchmarks and ideas for creating opportunities to grow and sustain your audience. What are other magazines doing to acquire and renew subscribers? What is the state of newsstand and single copy sales, especially for small circulation magazines?

This session is tailored for cultural magazines, but all are welcome to attend. We welcome questions in advance, so please bring your materials for sharing and critique.

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Eithne McCredie has been in the magazine industry for over thirty years, and is currently publisher of the *Literary Review of Canada*. Previously, Eithne was the publisher (and co-founder) of *International Architecture & Design* magazine and has consulted on numerous Canadian magazines.

Sessions

What's Working for Indie Publishers Now!

Moderator:

Jessie Johnston, *Asparagus Magazine*

Panelists:

Jeanette Ageson, *The Tyee*

Eden Fineday, *IndigiNews*

Kim Werker, *Digits & Threads*

In today's competitive media landscape, publishers have to be creative, innovative and persistent to reach readers and thrive.

In this dynamic panel, four local independent publishers will explore how they leverage print and digital to reach and grow audiences, what's working for marketing and promoting content, revenue streams that are delivering results (including new formats and channels), what's not working and how to stop wasting time on social media, making difficult decisions, building strong contributor relationships and more.



Jessie Johnston is publisher and editrix-in-chief at *Asparagus Magazine*, and has been working in magazines and digital media since 2004.



Jeanette Ageson is publisher of *The Tyee*. She joined the organization in 2014 and manages all revenue-generating and operations activities, including growing *The Tyee* Builders program.



Eden Fineday is a nēhiyaw iskwew (Cree woman) from Sweetgrass First Nation in Treaty 6 territory and the publisher of *IndigiNews*, an Indigenous-women-led journalism outlet. She and her colleagues are leaders in trauma-informed journalism, prioritizing the cultural safety of staff and community members while decolonizing the practice of journalism.



Kim Werker (she/her) has written or co-authored seven books and edited countless others, and founded, run and sold an online crochet magazine.