



# MAGAZINE COMMITTEE

October 10, 2023

## PURPOSE OF COMMITTEE

This committee will take much of the work of supervising the magazine from the board of directors, freeing them to focus on the larger SEA-Media picture. Most of the actual work of producing the magazine will continue to be in the hands of volunteers.

The basic mission of this committee is to steer Salish Magazine in the right direction. The “right” direction conforms to the Guidance Statements adopted by the SEA-Media board and listed in their own section below.

In short, Salish Magazine shares reliable and visually engaging information about nature with our readers, available for free online and without advertising. It also emphasizes an ecosystem perspective and sets a good example for what accurate media can be and how it can make it easier for readers to learn to apply critical thinking to what they read.

This committee will discuss and make decisions about future content, personnel, and style.

Some of the specific things that the committee will do are:

- review and approve themes for future issues
- review and approve the “Call for Submissions” for each issue
- work with the managing editor in a supervisory role

How much work will this be? My initial estimate is that once things have settled into a routine, the committee will meet to discuss things about 3 times for each magazine issue.

## GUIDANCE STATEMENTS

### MISSION

Salish Magazine’s mission is to inspire and inform our readers about details of the natural environment they may encounter while exploring outdoors in our Salish Sea region. To do this, we use evolving online technologies and engaging media (such as prose, poetry, photos, visual art, maps, video, and podcasts) to illuminate the interconnectedness and functionality of our regional ecosystems, using lenses of history, science and culture.

### ELEVATOR PITCH

Salish Magazine is a free online magazine that takes inquisitive readers outdoors with in-depth storytelling about connections that can be seen firsthand in our public forests and beaches. Using all forms of media, including art, maps, prose, and poetry, we show the interconnectedness of our ecosystems through lenses of history, science, and culture.

## SOME ISSUES TO DISCUSS

There are some things on our back-burner because they needed discussion, both new possible forms of media or perhaps policies that could help us address new issues. These are just some examples:

1. Language conformity (vernacular vs. standardization) — magazines (and other public media) have a tradition of presenting a uniform “dialect”, e.g. the Chicago Manual of Style or the AP Stylebook. This is in contrast with the diversity of dialects in our region. Some media outlets (e.g. NPR) have been introducing on-air hosts with a variety of dialects, and many media outlets seem to be keeping a main dialect.

2. Artificial Intelligence: should we have a policy/attitude about this?
3. Making our content set a good example for being credible and easy to believe:
  - A. supporting references without seeming too “academic”
  - B. statements which don’t rhetorically mislead
  - C. provide bigger picture context rather than using things that sound attention-grabbing out of context.
4. Ecosystem perspective: Use 360 degree video to help convey complexity and relationships instead of just one subject at a time.
5. Can/should we make audio versions of our stories so that people can listen to them instead of reading them? Hakai Magazine does that, and I think it’s quite good for them, but their stories are typically much longer and not as visual. Should we do it anyway?
6. Can/should we make versions of our stories for younger readers? There are big differences between the understanding capabilities of different young age groups (e.g. grade 1, grade 5, grade 10) — which age group should we aim for, or should we do multiple ones?