

## **Interact Magazine Media Mentoring Project 2009-10**

### **Background & History of Interact Magazine**

Interact Magazine is the only inter-faith, culture and lifestyle magazine produced by and for students in the UK, distributed online (via [www.interact-uk.org.uk](http://www.interact-uk.org.uk)) and in print (distributed free to students at Universities across London).

Since 2006 students and graduates from across London passionate about print media, journalism, publishing and design have come together as a multi-faith editorial team of volunteers to produce each quarterly issue of the magazine. This has included approximately 8 students from different faith and academic backgrounds joining the editorial team for at least 6 weeks as Writers or Graphic Designers, with support from other student, volunteer contributors.

Past issues have included articles and opinion columns on a variety of topics including international development, gender & faith, environment and ethical fashion. Regular features also included are calendar of religious events, editorial, reviews, listings and much more.

### **Interact Magazine – Media Mentoring Project 2009/10**

This summer the way Interact Magazine is produced is changing! Up to 20 students (or recent graduates, aged 18-25) will be recruited in June 2009 with the challenge to write, create, design and produce 3 issues of Interact throughout the academic year from start to finish, between July 2009 – April 2010.

To join the editorial team you will apply as a writer, designer (7 roles each), or as someone with specific skills in 'media sales & advertising'. Following feedback from previous editorial team members we have developed the programme to include more student volunteers on the editorial team and increase the training and mentoring support provided. This programme will also ensure greater interaction amongst team members, more team management of the magazine's production from brainstorming ideas to print & distribution – widening experience and skills.

Although you will have applied, with a specific skill-set, as a writer, designer, or advertising & sales person. As part of the Editorial Team you will undertake at least two positions of responsibility during the project – which will be decided by the whole team when you first meet (and at the start of each new issue i.e. in July, October & January). Please see 'Roles of Responsibility' attached.

As part of the editorial team you will also attend workshops delivered by media professionals/organisations covering the following topics, developing your skills, knowledge and ability to gain most from the project:

- Project planning and team working
- Print media industry
- Writing with impact
- Design & Layout
- Advertising and Media Sales

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### **Why you should I apply to be part of Interact Magazine's Editorial Team?**

This is a unique opportunity for you to gain real print journalism, design and management experience, with 3 magazines to add to your portfolio. You will develop skills and gain experience from professional media mentors and take on various roles of responsibility. Most uniquely you will be part of a multi-faith team working together to produce three issues of Interact magazine for students.

Specifically you will gain:

- Project planning and management experience, developing leadership, team working and budgeting skills
- Knowledge of how to create a magazine from brainstorming ideas to print & distribution
- How to write effectively for magazine publication, plus copy and editing
- Skills using Adobe CS(4) Suite particularly Photoshop and InDesign
- Understanding of magazine design & layout, including creating a brand
- Understanding of the importance of advertising revenue and business management side of magazine publishing
- Knowledge of marketing your product, securing distribution and using the web to encourage people to contribute
- Opportunities to network with various people in the media and not-for-profit sectors
- Much more....

### **More information about the project**

The aim of Interact Magazine is to:

- Provide a platform for dialogue between students from different faiths
- Increase awareness and understanding about different religions and beliefs
- Increase understanding and dialogue about views and opinions on current affairs, the arts and society from different faith & cultural, student perspectives
- Provide an alternative platform to the mainstream media and magazine publications for students from all faith backgrounds to lead and contribute what they want to read
- Encourage greater understanding and knowledge of our multi-faith society, whilst supporting future leaders develop skills and experience in print media

Feedback from participants, in the project have made the following comments:

*"Working as part of the interfaith editorial team is an inspiring; educational and rewarding process which opens the mind and leaves one a little wiser by the end...the entire experience broadened my horizons and opened my eyes to new and wondrous aspects of other cultures and beliefs."* Rosa, aged 22, volunteer writer on the Summer 2008 Editorial Team

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*“Overall, it was a very worthwhile experience – foremost in terms of the things I learned about other religions and cultures and also in regard to being involved in the process of creating a new magazine more or less from scratch.”* Anna, aged 22, volunteer writer on the Spring 2008 issue

*“So insightful that I would recommend it to anyone who is interested in learning about and understanding different faiths within society.”* Rachel, aged 20, volunteer writer on the Summer 2008 issue

Previous issues of Interact Magazine can be viewed at [www.interact-uk.org.uk](http://www.interact-uk.org.uk)

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<b>Role requirements...</b>
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### **...for all positions:**

- Ability to work well in a team, and on own initiative
- Good attention to detail
- Able to commit for 10 months (between July 2009 – April 2010), and able to volunteer between 2-5 hours a week
- Living in London, for the duration of the project\*
- Commitment and enthusiasm for the project

*\*If you will be away from London during the summer months (July-September) but available to volunteer remotely (via e-mail and phone) please still apply; although priority will be given to those living in London for the duration of the project.*

### **...for the graphic design position:**

- Experience of creating magazine pages and layout for print, or similar
- Good understanding of colour and typography
- Confident in using Adobe CS Suite (CS, CS2, CS3), particularly InDesign

### **...for the writer position:**

- Excellent written communication skills, evidenced in application
- Some previous experience writing for publication

### **...for media sales & advertising position:**

- Some previous experience in a sales role (you will be required to identify companies, products and events to advertise within Interact, to secure revenue)
- Knowledge of advertising and it's importance within print media (desirable)
- Excellent verbal communication skills and the ability to sell

### **How to apply:**

To apply please complete the attached application form and return  
by **1pm on Monday 6<sup>th</sup> July**, via  
email to [kat.luckock@interact-uk.org.uk](mailto:kat.luckock@interact-uk.org.uk) or  
post to Interfaith Action, Star House, 104 Grafton Road, Kentish Town, NW5 4BA

For more information please call Kat on (020) 74 82 4020

## ***Interact Magazine Media Mentoring Project 2009-10***

### **Roles of Responsibility**

**Each team member will have a role of responsibility (as described below), which the Editorial Team will choose consensually. Throughout the 10 months you will undertake 2-3 roles of responsibility. Please bear this in mind when applying.**

**Please also note that all roles are equal in responsibility, and will be developed to meet project requirements.**

#### **Project Coordinator and Team Events**

Like the Chair/Secretary of a committee you will act as convener, organiser & spokesperson for the editorial team. Liaising between the Project Manager (at Interfaith Action) and Editorial Team members you will be responsible for chairing team meetings; keeping everybody up to date with progress and deadlines; convene team meetings, workshops and social activities for the team; as well as keep minutes of team meetings including notes on general discussion, but most importantly actions and outcomes.

Responsible for managing the project plan you will be the timekeeper, ensuring everybody is on track and working to deadlines; and communicating challenges or feedback from the team to the Project Manager.

#### **Editor**

As you might expect the Editor is responsible for all things editorial. Working closely with the Creative Director, Sub-Editor and Researchers you will manage the written content of the magazine, deciding on main features, planning layout (with the Creative Director) and ensuring it is submitted on time to designers on time.

#### **Sub-Editor**

Responsible for checking the final draft of the magazine, but also checking copy before it is sent to the designers.

#### **Researchers x3**

Active at the early stages for seeking out ideas and content. Building on the brainstorming session with the team, researchers will be the eyes and ears of what's going on and what should be included in the each issue. You will also be responsible for organising interviews, getting information and sourcing content.

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### **Creative Editor**

Responsible for leading the Graphic Design team and working closely with the Editor you will coordinate the design and layout of the magazine – ensuring a high standard and quality finish for print and online publication.

### **Design & Layout x3 (Graphic Designers)**

Listening to the ideas of the rest of the team you will be responsible (with all graphic designers) for creating each page/spread of the magazine.

### **Illustrations & Images x2 (Illustrator & Photographer)**

Liaising with the illustrators, photographers, and graphic designers you will be responsible for ensuring that all images (photographs & illustrations) are:

- the correct quality for print, and stored appropriately
- Sourced and credited correctly within the magazine

Plus, identify suitable images to include with writers and contributors. You may also be responsible for taking photographs or drawing illustrations yourself.

We would also like these two people to take responsibility for photographing team meetings - keeping a photographic record of the project, and liaising with the Web & New Media person to upload alongside team blogs & updates.

### **Advertising & Media Sales**

Advertising revenue will ensure the magazine can be printed and distributed to a much wider audience. In this role you will be responsible for identifying potential advertisers and ensuring enough advertising is included in each issue to cover costs. This will include marketing the magazine to advertisers, budget planning, invoicing advertisers and developing a business plan with the Project Manager for the future of the magazine and project. You will also work closely with the people responsible for Print & Distribution, Marketing & PR, and the Editor.

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### **Print & Distribution**

Working with the Advertising & Media Sales, Web & New Media, Editor & Creative Director leads you will be responsible for

- deciding on the target distribution figure with the team (e.g. how many copies will be printed and how many new readers we want to gain), liaising with the Advertising & Media Sales lead to determine budget
- liaising with the printers with regards timing, print formats (e.g. what format they require the magazine – hence liaison with Editor & Creative Director) and cost
- identifying where the print magazine will be distributed
- organising distribution, and
- seeking feedback from readers

### **Marketing & PR**

The success of Interact Magazine will be determined by the number of readers and students who have heard of it; extent of support (both financial and technical from the media industry, as well as from additional volunteers/readers contributing content, ideas, & feedback); and having a distinct niche and profile within the student market.

Working across all areas of the magazine and working closely with the Project Manager you will be responsible for

- clarifying and communicating the magazine's niche and purpose both internally - to the project team - and externally - to readers and potential supporters
- promoting the project and magazine to students, the wider HE sector, and print media industry - raising its profile!
- Researching who our readership is and ensuring (and recording) growth

### **Web & New Media**

Not only will Interact be printed it is also on the web. We want to develop Interact's web profile publishing the magazine online in pdf / flash; and using social networking as a means to get students involved. Interact should be a two way dialogue – a publication people read and respond to, deepening discussion and understanding on particular topics, as well as informing the direction for future issue's.

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**Application Form**

**1.a Name:**

**1.b E-mail:**

**1.c Telephone number:**

**1.d Age**

18    19    20    21    22    23    24    25

**1.e University & Course studying (or studied):**

**1.f Year at University (from Sept 09):**   1   2   3+   Graduated

If you have circled 3+, are you in your final year?    Yes    No

**1.g What faith background/heritage do you identify as:**

Buddhist

Baha'i

Christian (please state what denomination)

Hindu

Jewish

Muslim

Sikh

No faith background

Other (please state)

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### **2 Are you available to commit for the next 10 months?**

**Please give a realistic description of your availability and any other commitments you have (planned) for the next 10 months, between July 2009 – April 2010.** Please include any other paid/voluntary work; internships; placements; study abroad; planned travel/holidays - including time away from London or other activity that could impact or be impacted upon by your commitment and involvement in this programme. Please note this is to demonstrate you have actually thought realistically about your existing and future commitments and availability – as well as help us plan the programme better. A busy schedule will *not* automatically disqualify your application.

### **3. Please indicate which position you are applying for:**

- Writer (7 available)
- Graphic Designer (7 available)
- Advertising & Media Sales (2 available)
- Illustrator (1 available)
- Photographer (1 available)

### **4.a What skills and experience do you have for the position you have ticked above, please refer to the applicant requirements (max. 300 words):**

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**4.b Please attach the appropriate document with your application, as requested below.**

If you are applying for the position of

- **Writer** please attach an article or opinion column, of no more than 500 words
- **Graphic Designer** please attach your portfolio of previous (print) designs
- **Illustrator** please attach your portfolio of previous illustrations (no more than 5 photographs)
- **Photographer** please attach examples of previous work (no more than 5 photographs)

*Please note: If applying for the position of **Advertising & Media Sales** you do not need to attach any additional documentation.*

**4. Indicate which 'role(s) of responsibility' you would be interested in nominating yourself for if successful in becoming part of the editorial team. Please refer to the 'Roles of Responsibility' sheet which explains what each role entails, and tick at least 3, below:**

- |  |  |
|--|--|
| <input type="checkbox"/> Project Coordinator & Team Events | <input type="checkbox"/> Illustrations & Images    |
| <input type="checkbox"/> Editor                            | <input type="checkbox"/> Advertising & Media Sales |
| <input type="checkbox"/> Sub-Editor                        | <input type="checkbox"/> Print & Distribution      |
| <input type="checkbox"/> Researcher                        | <input type="checkbox"/> Marketing & PR            |
| <input type="checkbox"/> Creative Editor                   | <input type="checkbox"/> Web & New Media           |
| <input type="checkbox"/> Design & Layout                   |  |

**5. Why do you want to be an Interact Magazine Editorial Team Member?**

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**6. What will you bring/add to the Editorial Team?**

Please complete and return by **1pm on Monday 6<sup>th</sup> July**, via  
email to [kat.luckock@interact-uk.org.uk](mailto:kat.luckock@interact-uk.org.uk) or  
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