

IMAGINE SITELINES MAGAZINE

Winter 2018/2019

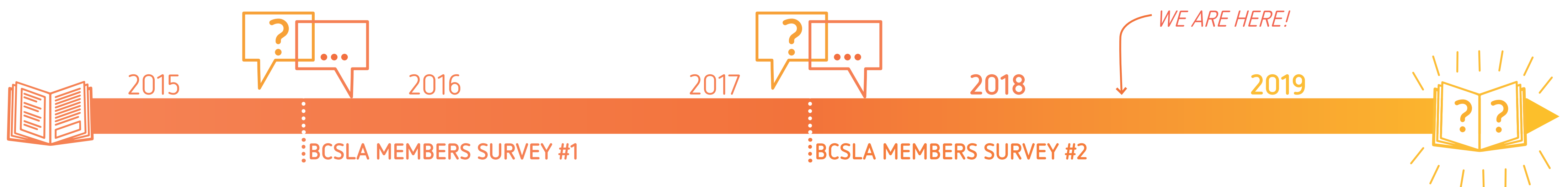
We are currently imagining the future of Sitelines Magazine and inviting feedback from the BCSLA membership.

Please review the background information provided on these boards and take a few minutes to complete the survey.

SITELINES MAGAZINE QUICK FACTS

- Published since the mid-1970's
- The purpose of the magazine is to provide an open forum for the exchange of ideas and information pertaining to the profession of landscape architecture
- It is published 6 times per year: February, April, June, August, October and November
- The printed version has a full colour front and back cover and inside sleeves, with black and white pages between
- It is available online in full colour at sitelines.org
- Over 600 copies are mailed to all BCSLA members, registered landscape architects, associates and affiliates
- Each issue is curated and edited by a volunteer BCSLA member
- Contributors are also volunteers and are largely from the BCSLA membership or professionals from related fields
- BCSLA staff currently manage all of the advertising, graphic layout and proof-reading
- The current budget is \$20K per year which is funded by the BCSLA via membership dues and profits from the annual conference
- In 2017, Sitelines generated \$24K in ad revenue (\$4K profit)

IMAGINING SITELINES PROCESS



The process to reimagine the future of Sitelines Magazine was initiated in response to feedback received from BCSLA members in response to a P&PR Committee survey in November 2015, which invited input on a range of BCSLA communications (e.g. Sitelines Magazine and website and the BCSLA Friday File) and events (e.g. BCSLA annual conference and showcase).

KEY FINDINGS FROM THE 2015 SURVEY:

- Approximately 50% of the membership opens every issue
- Approximately 50% occasionally or rarely opens Sitelines
- 86% of the members that read every issue are over the age of 40
- The majority of respondents would like to see:
 - » Content improved (both subject matter and quality)
 - » Sitelines go fully digital
 - » Full colour for the print version

In response to the results of the 2015 survey, a task force dedicated to reimagining the future of Sitelines Magazine was formed. In April 2017, the task force conducted a follow up survey that focused specifically on the future direction of Sitelines Magazine.

KEY FINDINGS FROM 2017 SURVEY:

- Approximately 50% of respondents would like Sitelines go fully digital
- Approximately 50% of respondents would like print and digital formats to continue
- The majority of respondents would like to see:
 - » More content (i.e. an increase in the number of pages, articles and photos)
 - » Improved graphics and content
 - » A publication similar to Landscape Paysages (CSLA) or Ground (OALA)
- In support of improved graphic quality and content, the majority of respondents support:
 - » Increased subsidization from the BCSLA
 - » A reduced number of issues per year (the majority suggested 4 issues per year)

SITELINES VISION STATEMENT

The following vision statement was developed based on feedback from the membership in order to guide the future direction of Sitelines:

Sitelines will inform and inspire the broad range of BCSLA members as well as related professionals and serve as a promotional tool for landscape architects based in British Columbia. It will be a relevant, meaningful and provocative publication that reflects the breadth of landscape architecture and related design, environmental, social and political topics and issues. It will be a publication that the BCSLA membership will read cover to cover and be proud to share.

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IMAGINE SITELINES OPTIONS

Based on the feedback received so far, the following options for the future of Sitelines magazine have been developed for consideration by the BCSLA membership.

The following elements are common to all 3 options:

- An Editorial Advisory Board made up of volunteers from various backgrounds (e.g. UBC SALA, Public Sector, LA Private Sector, Architecture, Planning) oversees the theme of each issue and provides ongoing input and support (e.g. connections to potential contributors);
- A graphic template and content guidelines are developed under the guidance of the P&PR Committee to guide the future direction of Sitelines.

PLEASE COMPLETE THE SURVEY, YOUR INPUT IS IMPORTANT TO US.

A*

OPTION A **REIMAGINING SITELINES TASK FORCE RECOMMENDED OPTION*

KEY FEATURES:

- BCSLA engages a Publishing Company to provide editorial, graphic layout, marketing, publishing and content co-ordination services;
- Both print and online versions of Sitelines are offered;
- Sitelines is published 2 times per year in full colour.



x 2/year

KEY CONSIDERATIONS:

- Lowest financial investment required;
- Lowest level of responsibility required from BCSLA staff;
- Potentially offers lowest opportunity for unique and creative content.



Note that Landscape/Paysages magazine (CSLA) is currently produced with this model.

B

OPTION B

- Key Features:
- BCSLA engages an Editor in Chief and Graphic Designer;
- Publishing is handled by an independent print company;
- Marketing continues to be handled by BCSLA staff until enough ad revenue is generated to warrant hiring a Marketing Director;
- Both print and online versions of Sitelines are offered;
- Sitelines is published 2 to 4 times per year in full colour.



x 2-4/year

KEY CONSIDERATIONS:

- Highest financial investment required;
- High level of responsibility required from BCSLA staff;
- Offers great opportunity for unique and creative content.



Note that Ground magazine (OALA) is currently produced with this model.

C

OPTION C

KEY FEATURES:

- BCSLA engages an Editor in Chief and Graphic Designer;
- Marketing continues to be handled by BCSLA staff until enough ad revenue is generated to warrant hiring a Marketing Director;
- Sitelines is offered primarily online with the option to receive a print copy at cost;
- Sitelines is produced 2 to 4 times per year in full colour.



x 2-4/year

KEY CONSIDERATIONS:

- Mid-range financial investment required;
- High level of responsibility required from BCSLA staff;
- Offers great opportunity for unique and creative content;
- Removal of printing and distribution deadlines offers greater time for generation of content and graphics;
- Lowest environmental impact.



Note that Volume (volumeproject.org) is currently produced with this model.