

Online magazines

Integration and coexistence

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The future of alumni communications

» Online + print = a *peaceful*, stimulating,
and useful coexistence

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The online world

- » Personalized
- » Up-to-the-minute (stock quotes)
- » Providing multiple connections
- » Disposable (restaurant listings)
- » Utilitarian (white pages, college catalogs)
- » Entertaining (broadband: movies, etc.)
- » Connecting
- » Available anywhere, through multiple devices
- » Inexpensive to access

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In contrast, print ...

- » Expensive: high production values
 - Books = art
 - High-quality magazines
- » Or utilitarian
 - Software manuals, print-on-demand
- » Deep
 - When someone has something important to say, they'll still write a book
 - Work that require serious thought will appear in print
- » Evocative
 - You can't beat great images printed on paper

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What is an online alumni magazine?

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Models and inspirations

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The importance of words

- » People go online for information—and to get it, they *read*
- » Online, words drive behavior
 - “In a recent study we conducted, content-related issues caused 40.2% of the usability obstacles.” User Interface Engineering, July 2002
- » Web sites are starting to be run as publishing operations—and they need skilled *editors*
- » Gerry McGovern's #1 rule of power writing for the Web: “Know your readers”
 - And YOU do!
- » People are looking for killer content
 - And you have it!

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The real world

- » Wired <www.wired.com>

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Online content

- » MIT Alumni Association
<alum.mit.edu/index.html>
- » MIT Open Door
<alum.mit.edu/ne/opendoor/200412/index.html>
- » Lewis & Clark College
<www.lclark.edu/dept/chron>
- » University of Chicago Magazine
<magazine.uchicago.edu/>
- » Ohio Today <www.ohio.edu/ohiotoday/>
- » Carleton University <magazine.carleton.ca>

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Blogs*

- » Proctor Academy <www.proctoracademy.org>
- » University of Missouri <www.mizzou.com>
- » University of Chicago Magazine
<magazine.uchicago.edu/UChiBLOGo/>

*Definition: en.wikipedia.org/wiki/Blog
Examples: www.bestoftheblogs.com

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RSS*

- » Duke Magazine
<www.dukemagazine.duke.edu/>

*Definition:
[en.wikipedia.org/wiki/RSS_\(protocol\)](http://en.wikipedia.org/wiki/RSS_(protocol))
Examples: everywhere (*New York Times*,
Washington Post, etc.)

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Multimedia

» Portland Magazine
<www.up.edu/portlandmag/>

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