CTRL + ALT + DELETE
Hitting Reset on Your Magazine or Newsletter

Mike Esposito and Diana Mazzella
Articulate your magazine’s main goal.
List your resources.
Survey your audience.

Choose a competitor as inspiration.
Make content relevant to your audience.
Share your content in a manner in which your audience will best receive it.
Use Mike and Diana to speak truth to your powers-that-be. It’s part of our jobs.
ORGANIZE YOUR IDEAS.

We use Pinterest along with an editorial calendar and story lineup.
HOW WE DID IT.

/ **Our goal:** grow the bond between the university and alumni, paving the way for donations and involvement.

/ **Our resources:** some access to designers, photographers and Diana’s time.

/ **Our survey showed:** The majority of our audience preferred print to digital, they wanted the latest WVU news and nostalgia, and they didn’t want a direct ask for funds.

/ **Our competitor to beat:** the *Alcalde*, the magazine of University of Texas at Austin.

/ **Our content:** focused on news and nostalgia that people already cared about.
The change that got us the most results the quickest was putting stories online individually and sharing them on Facebook (where our most devoted audience resides on social media).
OCT. ’13-'14 VS. OCT. ’15-'16

Sessions

Oct 1, 2015 - Oct 1, 2016: Sessions
Oct 1, 2013 - Oct 1, 2014: Sessions

5,000

Users

Sessions
124.66%
72,221 vs 32,147

Pageviews
103.89%
94,096 vs 46,151

127.94%
60,258 vs 26,436
# RESULTS

<table>
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<tr>
<th>Page</th>
<th>Pageviews</th>
<th>Unique Pageviews</th>
<th>Avg. Time on Page</th>
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<td>1. /</td>
<td>161,994</td>
<td>141,942</td>
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<tr>
<td></td>
<td>(100.00%)</td>
<td>(100.00%)</td>
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<td>2. /departments/flashback/a-lot-changes-in-40-or-so-years</td>
<td>15,742 (9.72%)</td>
<td>14,101 (9.93%)</td>
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<td>4. /features/double-exposure</td>
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<td>6,301 (4.44%)</td>
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<td>5. /features/a-future-on-the-side-of-equality</td>
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<td>5,084 (3.58%)</td>
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<td>6. /fall-2014/where-we-go-from-here</td>
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<td>4,877 (3.44%)</td>
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<td>7. /fall-2014/flashback</td>
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<td>8. /fall-2014/young-alums</td>
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<td>3,851 (2.71%)</td>
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<td>9. /features/marching-to-the-beat</td>
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<td>3,503 (2.47%)</td>
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GETTING IT DONE.

Don’t be a features-only publication. You can cover more and include something for everyone with Q&As, standalone photos and other appetizers.

/ Lose the snoozers.
/ Rip from the headlines, local and international.
/ Tell stories about people.
/ Don’t think of visuals as supporting cast. It’s time for them to be the star.
/ Spend money on the most important and most shareable features.
DEPARTMENTS

Innovation at Work

MISSION: ASTEROID
Humans have always gazed upon the sky, wondering what lies beyond. Now, NASA is taking the lead in researching how to defend Earth from asteroid impacts. Researchers at the University of Arizona and MIT have been working on innovative solutions for asteroid impact defense. Their work is focused on developing technologies that could potentially prevent catastrophic impacts in the future.

SECRETS OF THE SPACE STORMS
Scientists at NASA’s Goddard Space Flight Center are studying the effects of solar storms on Earth. These storms can cause disruptions in communication and power grids, and understanding them is crucial for developing strategies to mitigate their impact.

TOMORROW’S FUEL CELL
Researchers at MIT are working on developing more efficient and sustainable fuel cells that could power vehicles and homes. Their goal is to create fuel cells that are cheaper and more efficient than current technologies, which could have a significant impact on reducing our dependence on fossil fuels.

THE FUTURE OF FISH
As oceans continue to be stressed by climate change, researchers at the Massachusetts Institute of Technology are studying the impact of these changes on fish populations. Their work aims to inform conservation efforts and help ensure the long-term sustainability of fish populations.

LGBTQ CENTER BEGINS
The LGBTQ Center at MIT is a new initiative that aims to create a safe and inclusive space for the LGBTQ+ community on campus. It will offer support, resources, and programming to foster a sense of belonging and community.

Matter of Fact

CSI FOR DEER
Scientists at the University of Vermont are studying the impact of human activity on deer populations. Their research helps inform conservation efforts to protect these animals and their habitats.

DANGER AT WORK
MIT researchers are working on developing new technologies to improve workplace safety. Their goal is to create systems that can detect hazardous conditions and alert workers in real-time, helping to prevent accidents.

WHO’S AFRAID OF MATH?
Despite the importance of mathematics in many fields, many students struggle with the subject. Researchers at MIT are exploring ways to make math more accessible and engaging, with the goal of improving student performance and interest.

BEHIND THE MAGAZINE SCENES
The editors of the MIT Magazine work together to bring you the latest news and insights from MIT. From research to teaching, their goal is to showcase the breadth and depth of MIT’s contributions to the world.

FUELING THE DREAM
The MIT Fund is a charitable organization that supports MIT’s mission to advance knowledge and improve the world. Through generous donations, the Fund helps MIT continue to be a leader in education and research.

$39 MILLION

HONORING HOT ROD
This year, MIT is honoring the late Hot Rod Williams, a significant figure in the history of MIT. His legacy continues to inspire and influence the community.

661 ENDED SCHOLARSHIPS
Thanks to generous donors, MIT has awarded 661 endowed scholarships to students in need.

TEACHER EYES
The TeacherEyes project at MIT is developing innovative tools to support teacher evaluation. Its goal is to provide objective, data-driven feedback to help teachers improve their practice.

AT THE BORDER OF TECH AND SECURITY
As the borders between technology and security continue to blur, researchers at MIT are working to develop new approaches to protect critical infrastructure and ensure national security.
GETTING IT DONE.

What’s in the news this year? What was in the news last year? Look at trends. (opiate addiction, trade with China, the election, Syrian war, doping in sports, latest films).
GETTING IT DONE.

What are you concerned about? What makes you laugh? What makes you cry? What is news you can use?
LIVE MORE DANGEROUSLY THAN YOU DO NOW.

We talked about world issues and our part in them.

People ate it up.
GETTING IT DONE.

Try a photo essay. These will probably get you more eyes in print vs. online.
GETTING IT DONE.

Just ask. You’d be surprised what visual content you can get for free(ish).
PRINT VS. ONLINE

Whatever you do, put your content online in some way so you can share it.

/ Who is your audience?
/ What do your people consume more?
/ What do you have the money for?
WEBSITE (BEFORE AND AFTER)