

## How to Pull Off a Quarterly Magazine

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At Tribe, we've created cultural magazines for clients in industries ranging from fashion to aviation to wood pulp products. These publications offer an opportunity to give concrete examples of how employees across geographic or functional silos are living the values and working towards the vision of the company. For manufacturing and other non-desk populations, it enables the company to make these frontline employees visible and to recognize their roles in the company's success.

Over the course of many issues for a range of brands, we've developed a process and timeline that makes a quarterly magazine eminently doable, even for clients with plenty of other balls to keep in the air. Here are a few of our best practices:

### 1 THEME

Theme each issue with an element of the vision, one of the values, or a key business strategy such as continuous improvement or becoming a more integrated company. Then use that as a starting point for all the articles in the magazine. Calendar-ize your themes to prioritize the four you'll cover in the first year of the magazine.

### 2 EDITORIAL PLAN

Establish an editorial plan by defining the standard list of articles you'll include in each issue. We'd recommend at least these basics: some sort of employee spotlight article to feature three or four individuals each issue; some communication from top management; a roundtable article that includes management from each of your divisions or silos; and a cover story focused on the theme of that issue. You might also add a feature on sustainability or volunteering or any topic that's key to your culture.

### 3 EDITORIAL BOARD

Develop an editorial board composed of people from different business units, divisions, and locations to create a cross-silo team. At the beginning of each issue, get them all together on a conference call to go through the editorial plan for that quarter's theme. The goal of the call is to come up with examples of current initiative, projects and employees to illustrate the theme for each of the types of articles in your editorial plan. Before the call ends, have them identify people to be interviewed for those stories.

### 4 LIMITED REVIEWERS

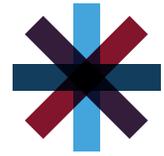
Collaborate on the front end, not the back. Once the articles are written and the issue put into design, keep the circle of reviewers as tight as possible. If you're serious about creating a quality publication every three months, you can't let the timeline get bogged down in rounds and rounds of revisions.

### 5 PROOFREADING

Use a professional proofreader to catch inconsistencies and grammatical errors. This takes a little more time and money, but it is absolutely worth it.

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Tribe's experience includes work with some of the world's top brands.



# TRIBE

## Best Practices

### What does Tribe do?

We're an internal communications agency working with global and national brands to build employee engagement.

We share our expertise through these monthly Best Practices one-pagers and the GoodCompanyBlog.com, as well as our industry magazine, the Tribe Report. You can see digital versions of past publications on Tribe's website. To subscribe, email [Nick@Tribeinc.com](mailto:Nick@Tribeinc.com).

[www.tribeinc.com](http://www.tribeinc.com)

Interested in knowing more about Tribe?

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