

Monday, Oct. 22, 2012

To: AAPA Public Relations Committee

From: Duane Sandul, Chair, Seaport Magazine Editorial Advisory Committee (other members are Rod Koon, Dona Regis, Richard Scher, Jean Godwin and Aaron Ellis)

RE: Seaport Magazine changes:

1. The magazine has a new publisher, Naylor, LLC, who will take control of the magazine in late December once the winter 2012-2013 issue is distributed . Naylor is headquartered in Gainesville, Florida, with additional offices in Alpharetta, Georgia; Fairfax, Virginia; and Winnipeg, Manitoba.
2. Lori Musser is the Interim Editor. Paul Scott Abbott resigned after the new publisher was announced. AAPA staff and the Seaport Magazine Editorial Advisory Committee thank and commend Paul Scott for his years of dedicated and talented service to the magazine.
3. Earlier this year we established an ad hoc advisory committee comprised of professionals from several walks of the maritime and communication/advertising industries. They were charged with reviewing prior issues of *Seaports Magazine* and making suggestions for enhancements moving forward with the new publisher. Suggestions were presented in writing and in September we conferenced by phone to kick them around. The following is SOME OF THE CONSENSUS.

Content - Timely and Relevance

- Continue to lead with one main feature article to grab attention of reader's interest and display on magazine cover, but include other theme topics as well in each issue.
- Set specific objectives per article type (Viewpoint, guest article contributions, etc.) and give the Seaports Magazine Review Subcommittee advance time to review and provide feedback to avoid repetition.
- Provide more articles that meet the criteria of "How is this information going to help my port?" Writer can provide recommended tips or suggest to "read more in the Tool Box Corner," a section of the magazine that can be dedicated to providing tools and resources to AAPA members.
- Suggested that we put Letters to the Editors at the rear of the magazine to make news the most important thing readers first see, not views on prior editions. However, Naylor's Sarah Sain said that most magazines have Letters column near table of contents at front of magazine and recommended we continue doing that.
- Have guest "Viewpoint" articles be headlined and bylined from those writing it, and their positions – it gives it more of a "news" presence.

- Ditto – don't call it "Guest article" but give it a headline and byline with the author's position – it appears newsier and more relevant that way.
- Provide more artwork for "Ports and Politics" section to break up the all-text layout.
- Include feature articles on well-known people within the port industry (one-to-one interview format).

Editorial Improvements (photos, illustrations, etc.)

- Update/modernize style/font type on magazine covers. Pictures are generally good, but font headings seem a little dated and at times not easy to read (ex. Letter shadowing with white background).
- Modify structure and outline of Table of Contents. To avoid redundancy and wordiness, break contents into major sections and make the titles of articles stand out more.
- Limit use of small pictures that are too busy and hard to see what the activity/function is (ex. Fall version on page 14)