

Draft Mission Statement  
Genevieve Lapp  
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**The Hand Papermaking Magazine newsletter** is a relevant, engaging, and vibrant quarterly publication focused on encouraging, promoting, and amplifying all voices in the handmade paper community.

### **Why a newsletter?**

- Attract new magazine subscribers
- Enhance value of current subscriptions
- Community-building tool
- Extend the discussions started in the previous and/or upcoming magazine issue
- Provide subscribers opportunities for growth and self-promotion
- Offer topical (time-sensitive) content in addition to evergreen (anytime) content
- Create continuous value for subscribers

### **By putting in the effort to curate quality content on a regular basis, the newsletter will:**

Convert social media followers to newsletter subscribers. Measurement (estimated) by increase in newsletter subscribers after three newsletter releases.

Convert social media followers and newsletter-only subscribers to magazine subscribers. Measure (estimated) by increase in magazine subscribers after three newsletter releases.

Increase the value of the newsletter to current subscribers, measured by approval ratings now and after two newsletters

Content/Format Brainstorming  
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## **Brainstorming Ideas**

Continue with classifieds. Upcoming and current exhibits, calls for submissions, items for sale, residency opportunities, sponsor ads, other opportunities.

Without losing professionalism, would it be possible to have the newsletter adopt a more casual tone? The magazine has an academic and scholarship focus and the newsletter could be more chatty and focused on community-building.

Use images and short quote teasers from the newsletter on social media to attract new subscribers

Issue a survey to current subscribers. Questions I would like asked: if they read the current newsletter, what they wish it had more of/less of, if they think it adds value to their magazine subscription, if they've ever written for it, if they would consider writing for it, if they've purchased or applied to an opportunity from the classifieds, if they subscribe to the magazine or just the newsletter.

Retain one longer column. This can be a contribution from a current columnist or a new voice. Topics can focus on celebrating tradition or highlighting new practices. In exchange for their contribution, columnists will receive a platform, exposure, and a small monetary compensation.

Populate the newsletter with shorter columns. The columns will stay the same but the contributors will vary, issue to issue.

Solicit new contributors through social media and email-list

## **Possible Short Columns:**

In the Studio: Q&A format. A magazine subscriber shows images of their work and workspace, answers questions about their attraction to paper and the use of papermaking techniques in their work, etc.

Answer technical paper making/paper science questions in a "letter-to-the-editor" format

Rework the beginner series offered currently on the website

A recap of a residency experience

A community papermaking project

A technique how-to

A papermaking challenge (i.e. I encountered this problem. I overcame it like this).

A tie-in to the previous or upcoming magazine issue theme

A highlight of a community or board member

A product review

Paper travel writing

Current papermaking news in its own section (e.g. handmade paper mill openings and closures, academic programs starting, books being released)