

## Docent to Docent Magazine, Fine Arts Museums of San Francisco

### Tips for starting this in your own docent community

Do try this at home. For docents considering a DIY magazine launch, here are some key considerations:

- **Limited Access:** A link to our password-protected magazine is provided in our long established weekly newsletter emailed directly to docents. Keeping the magazine distribution in-house and secure simplifies matters, especially fair use copyright issues. We are able to create PDF's for friends and family and museum staffers interested in perusing our pages.
- **Art:** In addition to custom images, we utilize high definition JPEGs of art from our permanent collections library, as well as images available from other institutions.
- **Tech Bravado:** A critical aspect is developing and managing the magazine platform which requires either a volunteer with sufficient technical expertise, or funding to support outside expertise. In our case, we have that expert volunteer, and each editor has learned the WordPress editing system to format his or her own articles including uploading and sizing images, writing headlines and captions, and designing landing pages with links to articles in each section.
- **Writers:** We farm out content to other docents, and try to include curators in each issue along with sidebars on ongoing or future exhibits, but large parts of the writing fall to the editorial team.
- **Schedules:** We develop a calendar with a target publication date and, with generous support for one another, have regular editorial meetings and adhere to tight calendar deadlines and schedules for obtaining copy, final proofing and putting each issue to bed.
- **Promotion and Team Morale:** We celebrate launches as a team with a cocktail hour. We also have hosted Zoom docent community events. Last October, we hosted a costumed Halloween coffee to introduce our skeleton staff and preview our fall issue. It included a walk-through of each section, helping docents navigate the pages since many were unfamiliar with the online magazine format.

For more details on how to launch your own docent magazine, contact Luanne Andreotti at [FAMSFdocenttodocent@gmail.com](mailto:FAMSFdocenttodocent@gmail.com)