

Editorial Communications Case Study: Managing an Annual Member Magazine from Concept to Publication

Organization

Vancouver Island Construction Association (VICA)

Role

Editor, DEL Communications Inc.

Project Overview

As Editor at DEL Communications Inc., I led the development and production of VICA's annual member magazine, a flagship publication designed to showcase member achievements, highlight significant construction projects across Vancouver Island, strengthen industry connections, and generate advertising revenue from member and industry businesses.

The publication served both a communications and business function: providing valuable industry content to members while creating advertising opportunities that funded the magazine's production.

Objectives

The publication was designed to:

- Showcase the success stories and expertise of VICA members
- Highlight notable construction projects and industry developments
- Strengthen relationships between VICA and its membership
- Attract new members
- Provide advertisers with a high-quality publication that reaches a targeted construction audience
- Support advertising sales and revenue generation through a professional, engaging publication

My Role

I was responsible for managing the publication from editorial planning through final production, including:

- Developing the annual editorial plan and story lineup
- Working directly with VICA representatives and stakeholders
- Assigning stories to freelance writers
- Editing and refining all editorial content

- Writing select articles, CEO messages
- Conducting interviews and gathering story information
- Collaborating with graphic designers on layout and visual presentation
- Coordinating with the publisher throughout production
- Managing deadlines and multiple stakeholder reviews
- Ensuring consistency of messaging, quality, and publication standards

Communications Challenge

The magazine's success depended on balancing the needs of multiple audiences.

Members expected meaningful coverage of industry achievements and projects, while advertisers expected placement within a professional, high-quality publication that reflected positively on their businesses.

This required careful coordination among stakeholders, contributors, advertisers, designers, and the publisher while maintaining editorial quality and meeting production timelines.

Approach

To elevate the publication's impact, I focused on strengthening both editorial content and visual presentation.

Key strategies included:

- Developing compelling member-focused story angles
- Creating stronger editorial flow and content organization
- Working closely with designers to enhance the publication's visual appeal
- Ensuring content reflected the professionalism and innovation of Vancouver Island's construction sector
- Managing contributors and stakeholders throughout the production cycle
- Maintaining high editorial standards while meeting production deadlines

Results

- Successfully delivered the annual publication on schedule
- Produced a high-quality member communications product that showcased industry achievements
- Supported advertiser value by maintaining a professional and engaging publication
- Strengthened relationships with contributors, stakeholders, and industry partners
- Contributed to the continued growth and evolution of the publication

Potential metrics to validate:

- Publication grew from an average of 80 pages to 116 pages during my tenure, due to an increase in advertising participation

Key Communications Competencies Demonstrated

- Strategic Communications
- Editorial Planning
- Content Strategy
- Stakeholder Engagement
- Client Relationship Management
- Project Management
- Vendor and Freelancer Management
- Publication Development
- Reputation Building
- Deadline and Production Management
- Cross-functional Collaboration