

Summary of a proposal for a global governance journal under the aegis of World Federalism

Why is a new journal being proposed?

The proposal for a new international global governance journal addresses itself to a number of factors both within and outside the world federalist movement:

- Many WF organizations are publishing 'house organ' newsletters with decreasing frequency and reliability and the task usually steals staff time from program activities.
- There are a number of unmet needs and missed opportunities associated with WF 'house' publications as they currently exist:
 - there is an appetite among WF membership for more in-depth information related to global governance that is not satisfied by current publications which currently deal mostly with organizational matters and WF campaigns.
 - there is a need to reach beyond the membership and attract new members and energy to the movement: current 'house organs' have no audience beyond the membership.
 - it is a critical time for World Federalists to raise the profile of global governance issues in public discussion and policy formation. The wind is in our back and we must raise our sails as high as possible. A journal with a wide public audience can be a key part of that.
 - there is currently no vehicle for sharing of information between WF organizations on a regular basis that is available to membership. The proposed journal enhances interconnectedness and fosters a better sense of community within the movement.

What is being proposed?

A new international periodical journal focussed on global governance issues is being proposed that will:

- increase awareness of global governance by providing more and better information on international developments than is currently available through mainstream media;
- be produced with enough frequency to allow the journal to be current as global events unfold and circumstances evolve;
- be a self-sustaining subscription-based publication that will not drain resources away from World Federalist organizations, and in fact reduce organization costs; and
- provide WF organizations with a way to communicate more frequently and reliably with members and to provide for information exchange between WF affiliated organizations.

The proposed journal will:

- be in magazine format, full-colour throughout with high production values and use of photos and graphics;
- start with two complimentary 32-page issues sent to distribution lists of WF organizations who opt into the journal proposal, and five issues each year thereafter, distributed to those who pay a subscription;
- include an insert with each issue (additional to the 32-pages) for members combining WF information specific to each country with WF highlights from other countries and the International Secretariat;
- enable WFM and national organizations to redirect resources away from publishing newsletters toward program purposes (journal/insert production to be funded by subscription income);
- be written for the lay reader and conform to journalism standards of objectivity and fairness, providing the reader with in-depth, unfiltered information upon which to form opinion.

Relationship to *The Federalist Debate*

As proposed, the journal would have no impact on publication of *The Federalist Debate*.

- Where *The Federalist Debate* provides a needed forum for debate and discussion of leading-edge federalist concepts, the new journal would provide information on current governance developments to a wider public audience, as a foundation upon which discussion is engaged in other forums.
- After an initial launch period, the proposed journal would be sustained solely by subscription and not drain any WF resources away from *The Federalist Debate*.

How will the journal get started?

- No single WF-affiliated organization will be able to successfully initiate the proposed journal. It must be undertaken cooperatively to create a critical mass of potential subscribers.
- Several WF organizations opting in to the new journal can combine funds they would normally devote to newsletters: that funding would support production of two complimentary inaugural issues.
- Those WF organizations which opt in would participate in an advisory group that would establish and evolve the journal's editorial scope.

When enough WF organizations have opted in (i.e., when total potential subscribers x a realistic subscription return rate = production viability), a legal entity can be created and production of the two complimentary issues can be started.

How will the journal succeed?

- The journal must conform to standards of journalism to make it attractive as a subscription publication among members and non-members. It must strive to establish itself as a reliable source of relevant, high-quality and unbiased information which readers will value enough to pay for.
- Writing must be concise, engaging, and riveted to the topic or issue at hand. All editorial efforts, from research through first drafts to final edits must focus on these objectives. The language must be easily understandable and inviting to the lay reader but detailed enough to interest those who are familiar with the issues.
- Design must meet reader expectations for magazine presentation – professional appearance, use of photos and graphic devices to help tell the story and to break the grey blocks of type.
- The proposed journal must meet the communication needs of participating WF organizations in a cost-effective manner.

Embracing those goals will make the journal itself different from the organization inserts enclosed in it:

- Information about World Federalist organizations, activities, events and programs will generally be confined to individual inserts which will only be distributed to members.
- Readers will continue to subscribe only if they receive information they deem of value. Arguing the World Federalist case may be tempting but will quickly sideline the journal as unviable on a subscription basis. (Readers are disinclined to pay for sales pitches.) The journal should concentrate instead on being the 'go-to' source for reliable global governance information.
- Writers chosen are not necessarily 'expert' in particular issues. Writers are sought (and paid) who are skilled in seeking out and verifying information and in presenting it in an understandable and engaging manner. Writers closely connected to an issue may play a role in that issue or have a bias or they may not be able to write for the general reader: that makes them less suitable as journal contributors.
- Content will not necessarily be limited to current campaigns or programs of the WF movement but will be dictated instead by the mandate to cover global governance issues. It will not claim to speak for the movement and will not be chained to the 'party line.' Its primary objective is to serve readers with high quality information on global governance issues.