

# professionally speaking

THE MAGAZINE OF THE ONTARIO COLLEGE OF TEACHERS

news release JUNE 11, 2004

## Fresh new look for Ontario educators

Cette communiqué est également disponible en français sous le titre «Un nouveau visage pour les éducateurs de l'Ontario» à [www.oct.ca](http://www.oct.ca) → publications → communiqués.

*Professionally Speaking* – one of Canada's top 50 magazines in terms of circulation and the only magazine to reach all licensed teachers in Ontario – launches a whole new look this month.

"There's a feeling of new beginnings in Ontario education and our redesign captures that," said Publisher Richard Lewko. "It's very reader-friendly and inviting."

Reflecting on the publication's purpose and readership, Nigel Smith and Alison Hahn of Hahn Smith Design began with the cover and wordmark.

### ***Professionally Speaking* – for insightful articles and current reports on the teaching profession in Ontario.**

"The emphasis on 'speaking' is meant to underline the fact that this is a vehicle for teachers' voices," says Hahn. "Inside the magazine, the design reinforces and clarifies an editorial structure that was already in place."

"In updating the design, we wanted the magazine's content to be very accessible," says Managing Editor Joyce Mason. "Today's readers want to be able to find their favourite items quickly and to pinpoint easily articles they need to reread or share with a colleague or parent."

To support these goals, *Professionally Speaking's* new look gives fresh interpretation to proven magazine design elements. Page headers tell readers exactly where they are and help them find their way while colour is used both to link various sections of the magazine and to set features

apart from other departments. Decks provide a context for regular items or departments and introduce feature topics. Pull quotes contribute points of visual interest and additional access to content for readers as they browse the pages.

***Professionally Speaking* has a total circulation of over 184,000 (BPA audit March 2004) with a total audience of more than 220,000.**

Hahn points out that pull quotes held a particular appeal. "We use pulled quotes not only because they offer another level of reading, but because they reinforce the idea of speaking that is embedded in the name *Professionally Speaking*."

**“This design emphasizes and clarifies an editorial structure that was already in place.”**

College Chair Marilyn Laframboise said the new, more modern look of the teacher magazine reflects the organization's commitment to open communication. "We wanted a fresh inviting look and I think we've really achieved it. Initial feedback from teachers is very positive."

#### **For more information, contact:**

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news release JUNE 10, 2004

## Updated design increases accessibility



### upfront | from the chair

#### Program repeal will affect 2005 budget and membership fee

Members can expect a lower membership fee in the 2005 budget and to debate the next budget, says the Council Chair, **Wanda LaFramboise**.

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### The new wordmark

The new purple-on-white *Professionally Speaking* wordmark emphasizes speaking – signalling that this is a venue in which teachers discuss issues and ideas of importance to their profession.

### The cover

On the cover, the wordmark is paired with a blue square.

Together, running across the top of the page, they form a banner heading that delivers several advantages:

- a strong colour, shape and typographic link to other new publications of the Ontario College of Teachers
- additional space for 'inside this issue' information
- more variety in potential cover imagery.

### New design elements

The new design employs various elements:

- Page headers identify magazine sections and note individual features to help readers find items of particular interest.
- Colour provides coherence between sections while distinguishing features and other parts of the magazine.
- Section and feature decks provide a context for regular items and introduce specific topics.
- Pull quotes contribute points of visual interest and additional access to content for readers as they browse the pages.

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### To subscribe

Subscriptions to *Professionally Speaking* are available at a cost of \$10/year (4 issues) in Canada (outside Canada \$20/year).

### To advertise

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**W**hen College member Alison Bradley lifts her baton to put the high school band through its paces, her mind is not on her upcoming Olympic debut or her next softball game or the fact that she is one of the best in the world in her sport. She is thinking of what she can do to help her students be the best that they can be. She's listening to their phrasing and pitch and taking them through the difficult parts of music they have yet to master.

Bradley's two worlds – sport and teaching – meet in a way that is not just a coincidence. She is a member of the Ontario Women's Hockey Team and a member of the Ontario Softball Team. She is a member of the Ontario Women's Hockey Team and a member of the Ontario Softball Team. She is a member of the Ontario Women's Hockey Team and a member of the Ontario Softball Team.

**“Athletes can connect with the kids, they can motivate them. For both sport and teaching, it's all about problem solving – critically analyzing what they're doing and then breaking it down.”**

Li Warden, Olympic Swimmer

### cover story

Li Warden, Olympic Swimmer, is a member of the Ontario Women's Hockey Team and a member of the Ontario Softball Team. She is a member of the Ontario Women's Hockey Team and a member of the Ontario Softball Team. She is a member of the Ontario Women's Hockey Team and a member of the Ontario Softball Team.

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