

**Book Review Editor's Introduction**

*Why I Write*

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Recently I had a book proposal rejected by the fourth consecutive agent. I am not discouraged, however, and shall press forward on this latest project. Everyone who has written a book (or thought about writing a book) has struggled to find the magic mix: Where does your heart's passion meet with marketplace realities? What subject do you love enough to research, write about, struggle with, sleep with, and immerse yourself in for two or more years? And then maybe it won't get published. It's a tough blend to find. There are other book topics I know I could write and get published. But they would bore me. I don't need fame, tenure, or promotion at this stage of my career. I am writing about an obscure story in football history that I find fascinating. Maybe it will get published, and maybe it won't. But I'm having fun and enjoying the ride.

The books that magazine scholars write are mostly niche topics with small markets. I am grateful for all six reviewers who donated their time to write six reviews for this issue. Those include Professors Mark Massé at Ball State, Judy Polumbaum from the University of Iowa, Miglena Sternadori from South Dakota, Sandra Mardenfeld at Long Island University, and Aileen Gallagher of Syracuse University. I was especially delighted to receive an unsolicited but excellent review from James West, a doctoral student at the University of Manchester, England. These colleagues give you opportunities to learn about the "good girls" who sued *Newsweek* or the rise and fall of *Playboy*. Or you can read about the history of literary magazines in the U.S., the next generation of literary journalists, how to launch a magazine, or the linguistics of teen magazines in Eastern Europe.

The old joke goes this way. Question: What do writers and prostitutes have in common? Answer: First, you do it for love. Then, you do it for a few friends. Finally, you do it for money.

Fortunately, I'm still writing because I love it.