

Editor's Reflection

On the Shoulders of Giants

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This is the final issue of *The Journal of Magazine & New Media Research*, and my first as editor. In the summer, with the coming of volume 18, this journal will have a new name: *The Journal of Magazine Media*. So it is appropriate that the essays, research articles and reviews in this issue deal the past or the rapidly onrushing future.

Two essays look at the changing world that magazines find themselves in today. Aileen Gallagher analyzed almost two decades of calls for entry for the National Magazine Awards, beginning in 1998, in order to begin to determine what the magazine industry's most prominent professional association valued in "digital excellence." The answer is something quite different than excellence in print magazines. And Elizabeth Bonner writes about her exploratory study into the reasons Millennials—that great hope for the future of magazines—choose to read magazines. The answers may provide a launch pad for future research that will be of equal interest to scholars and to the editors and publishers of magazines.

Continuing with the theme of the changing magazine industry, Parul Jain, Zulfia Zaher and Enakshi Roy explore the occasionally fraught relationship between magazines and social media. Using the same Uses and Gratifications approach that informs Bonner's work, Jain, Zaher and Roy explore what drives users to engage with the social media accounts of magazines, and their results could help editors and publishers to better target reader engagement.

The other two peer-reviewed articles in this issue look to the past. Ken Ward looks at *The Craftsman*, a magazine from the early 20th century furniture maker Gustav Stickley. Ward explicates the nested product placement strategies of the magazine, identifying then-revolutionary product marketing techniques that contemporary observers might have thought were more recent inventions. And Rebecca Swenson also writes about a previously overlooked genre, the company magazine, and its role in forging relationships among employees, customers and the brand. Her subject, *Ford Times*, crafted narratives about the car company in the early decades of the 20th century, stories that created parasocial bonds that made the Ford brand a part of American culture.

The reviews section also features some historical works: a sociological history of early American magazines; a film documentary about *Esquire* in the 1960s; a television portrait of women forging their own agency at a fictional 1970s news magazine. And you will also find two articles about style: one review of a book about language, and one review of a book of criticism about criticism.

I want to thank the journal's associate editor, Joy Jenkins, for being a rigorous scholar and editor, and a terrific aid to my organization. She handles the journal's most difficult task: shepherding submitted articles through the peer review process. I also want to thank the anonymous reviewers who strengthened the peer-reviewed research that is the core of what this journal does.

Book review editor Miglena Sternadori has broadened the vision of the journal by incorporating more reviews of visual media, and that is a change that will, I hope, be welcomed. She has a first-rate eye for selecting works to review. And Caroline Chan, the journal's editorial assistant, has learned more about Chicago style than she ever anticipated when she walked into my office and I asked her to take on this role. The organizational rigor she has imposed on the journal and on me, personally, have enabled this issue to get out on time.

Finally, I want to thank two of my predecessors. *The Journal of Magazine & New Media Research* has been published on web space hosted by the University of Arizona. But in effect, this means that former journal editor Carol Schwalbe does all the work. Still—and out of the goodness of her heart. She was the editor when I first became involved with the journal, and I learned much from her. And my immediate predecessor, Elizabeth Hendrickson, deserves the final mention. When I was the head of the Magazine Division of the Association for Journalism and Mass Communication, which administers this journal, I was in desperate need of someone to step in as editor. Elizabeth had done the job once before, and had done it superbly. It was her bad luck that I chased her down in the New York City subway on a cold January evening when we were judging the National Magazine Awards. I asked her to take on the role of editor for a second time, and she did, graciously and devotedly. I am honored to succeed her in that role.