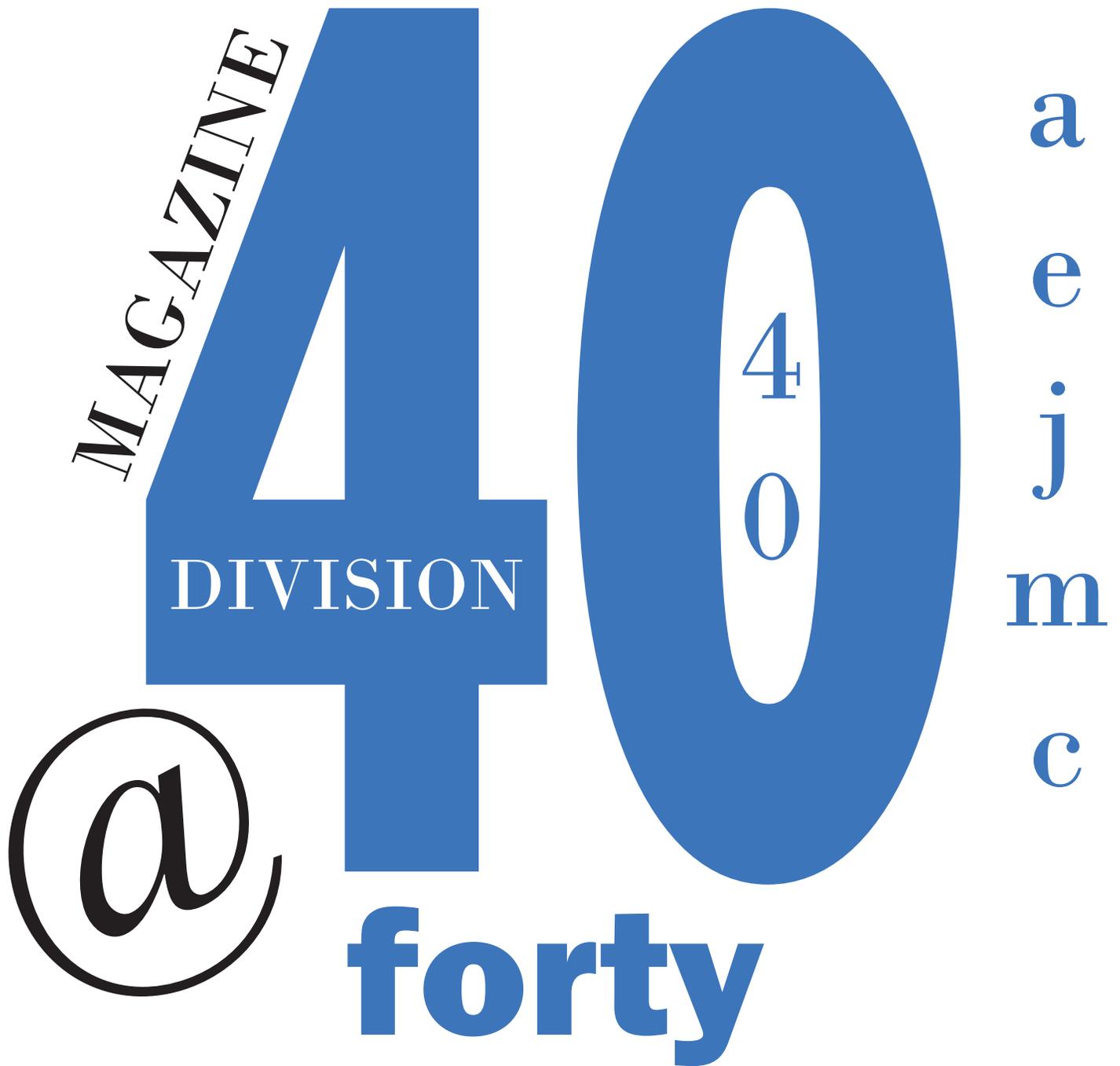


THE NEWSLETTER OF THE AEJMC MAGAZINE DIVISION

MAGAZINE MATTER

VOL 26 NO 2 ASSOCIATION FOR EDUCATION IN JOURNALISM AND MASS COMMUNICATION FALL 2006



Learning Our Own Lessons

A Letter From Our Division Head

One of the things I've learned a lot about lately is diversity.

During my first semester at the Cronkite School, I assigned my Magazine Writing class a story on Guadalupe, a Mexican–Yaqui Indian village only a few miles from campus. I thought the students would be eager to explore a place that's so close yet so different.

To my surprise, the students were apprehensive.

"You want us to go *where*?"

"You want us to talk to *those* people?"

Several said they wouldn't go to Guadalupe unless accompanied by a husband or boyfriend. I think this was a valuable assignment, but I hadn't done a good job prepping the students.

To prepare myself—and my students—for assignments like this, I attended the Poynter workshop on Diversity Across the Curriculum. It was a transformative week.

This semester I did a much better job with my Magazine Writing students. We discussed stories that dealt with race and ethnicity. A wonderful resource is *The Authentic Voice: The Best Reporting on Race and Ethnicity*, a new compendium of print and broadcast stories edited by Arlene Notoro Morgan, Alice Irene Pifer, and Keith Woods. A DVD includes interviews with the authors and producers.

In class we discussed intercultural skills, such as saying hello and showing respect. The students then scouted for underreported communities. With a photographer's eye and their subject's authentic voice, they captured a slice of life of a local resident. They looked for universal themes that touched the heart or spoke to the spirit. Even though they didn't know the lives of people not like themselves, they understood the common bonds of aspiration, struggle, triumph, loss, love, and hate. They found their story in someone else's story.

One student wrote about a first-generation Indian family caught in a tug of war between children who lead an all-American lifestyle



and grandparents who embrace traditional values. Another story profiled a teacher in a low-income school who treats all her fifth-graders like gifted students.

Unlike my failed experiment with Guadalupe, this time around the stories resonated with insight, cultural nuances, and the storyteller's voice. More important, the students glimpsed a community or culture they wouldn't normally encounter. They found sameness rather than difference.

This year the Magazine Division celebrates its 40th anniversary as one of the first AEJMC divisions. In this always-wired, always-plugged-in digital age, I wonder what the next 40 years will hold for our student writers. Yet no matter how quickly the technology changes or the media landscape shifts, I hope there will always be room in the tribe for the tellers of good stories that touch the intellect and the heart.

Carol B. Schwalbe
Arizona State
cschwalbe@asu.edu

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A REAL PRO

Joe Treen Named Magazine Professional of the Year

By David E. Sumner, Ball State

Joe Treen, a veteran magazine writer and editor whose career spanned three decades at *Newsday*, *Newsweek*, *People*, and *Discover* magazines, received the Magazine Professional of the Year award from the AEJMC Magazine Division on August 4 in San Francisco.

The theme in all of the nominating letters is that Joe Treen is a caring professional who makes special efforts to help the cause of magazine journalism education. His personal demeanor is one of kindness, humility, and helpfulness. He has displayed personal qualities and leadership skills that set examples for both professionals and journalism educators.

I first met Joe in 2002 when he hosted and arranged visits with several Time Inc. editors for some of us from the division who participated in the New York publishers tour. The group that year included Barbara Reed (Rutgers), Abe Peck (Northwestern), Gerald Grow (Florida A&M), Ann Schierhorn (Kent State), and me. At the time he was the executive editor for *People*. He spent more than an hour with us explaining *People's* editorial practices and giving us handouts we could use with our students. After that, we visited with editors and from *Money*, *InStyle*, *Time*, and *People* Online in meetings he had arranged for us.

When I wrote *Feature and Magazine Writing* in 2004-05, Joe not only gave me time for an interview, but names, telephone numbers, and e-mail addresses for at least a dozen other editors and writers whom I subsequently interviewed. When I wrote *Magazines: A Complete Guide to the Industry in 2005-06*, he was equally helpful in putting me in touch with prominent publishers, designers, and editors whom I later interviewed.

Joe was a reporter for *Newsday* from 1970 to 1981, a general editor for *Newsweek* from 1981 to 1988, a reporter for the *Boston Globe* from 1986 to 1991), and then held various positions at *People* from 1991 to 2003, where he rose through the ranks to become



Photo by David E. Sumner

Carol Fletcher, the 2005-06 division head, with Joe Treen.

executive editor. From 2003 to 2005, he was editor-at-large at *Discover*, a science monthly then owned by Disney. Unfortunately, Disney sold the magazine to another company in 2005, which resulted in the layoffs of Joe and two dozen other staff members. He received an M.A. in magazine journalism from Syracuse and a B.A. in English from the University of Wisconsin. He now works as a magazine consultant and freelance writer in the New York City area.

Joe's nomination was supported by several educators who cited his unselfish contributions to journalism education. Robert Ruggles, dean emeritus of the School of Journalism and Mass Communication at Florida A& M University, wrote: "I became acquainted with Joe Treen when he joined our Board of Visitors.... I don't think that in several years Joe ever missed a meeting. His advice and counsel were always well thought out and helpful, and his assistance with student internships was above and beyond. During the early planning stages of FAMU's new \$25 million journalism building, he was

among the leaders among the Board of Visitors in terms of interest and input."

Barbara Reed of Rutgers University wrote: "Joe has personally assisted our members in arranging at least four professional development magazine tours in New York City, which occur annually. He has been more than helpful in arranging meetings with other editors at other magazines. Indeed, he has helped us understand not only the magazine business, but also magazine writing, possibly better and more thoughtfully than others in the business. Joe Treen is an extraordinarily helpful person, a real mensch, if you will, to whom one can turn—even in a crunch."

Gerald Grow, head of the magazine program at Florida A&M University, wrote: "Joe has been continuously generous in sharing his experience and his expertise. In his hard-working, productive, sensitive, thoughtful, highly experienced and skillful yet unassuming way, Joe Treen stands for much that is the best in the industry. In an era that has headlined the celebrity editor, it is people like Joe Treen who have made quality magazines possible year after year, month after month, sentence after sentence."

Joe was deeply honored by the award and came at his own expense from New York to San Francisco to receive it. All of us whose lives he has touched owe him a debt of gratitude. Anyone desiring to contact him can reach him at jtreen@comcast.net.

THE NYC MAGAZINE TOUR

The report from the division's professional development tour of magazines in the summer of 2006 is available online at www.longleaf.net/ggrow/NY06

The visit included *Business Week*, *Forbes*, *Latina*, *Meredith Corp.*, and *Scholastic Classroom Magazines*.

Reports from previous years can be accessed from one level up at www.longleaf.net/ggrow/

A Place to Call Home

by Carol Zuegner, Creighton

Members of the Magazine Division are a varied lot, and not all come from programs with an established curriculum in magazines.

Some Mag Division members teach a feature writing class that is the sole magazine offering at their schools. Some started an online magazine, or their hearts are in magazines from a professional former life. Some love the rich research vein of magazine editing, writing, and history. But Magazine Division members tend to share one characteristic: They value the ideas, feedback, support, and friendliness of the division.

Carol Schwalbe of Arizona State is this year's division chair. She, like others, comes from a program that offers a magazine writing class. Schwalbe has incorporated an online magazine through an online media class and says she hopes to broaden the curriculum there.

Leara Rhodes of Georgia said there is a magazine sequence there, but she feels the magazine emphasis is almost non-existent.

"I know the division has been good for me," she said in an e-mail. "I feel like I have friends, who I don't always contact, but in a need for information, they will come through."

Jean Kelly of Otterbein College became involved with the division when taking classes from Joe Bernt of Ohio. He encouraged her to submit papers to the division. A former magazine editor, Jean said she teaches a feature writing class every other year, and she studies magazine history and content.

"I suppose I stay involved with the Magazine Division because I respect and

admire the members," she said in an e-mail. "I also find panels such as that on plagiarism in SF very helpful to my teaching. And the best part of organizing the preconference workshop I moderated this year was getting to interact with the magazine pros that participated. I can't get magazines out of my blood, I guess."

Scott Fosdick, the only full-time magazine professor at San Jose State, wrote, "I think the Mag Division has been quite helpful, wherever I have been."

With a varied career behind him, Brian Thornton teaches at Northern Illinois – a school with 1,200 communications majors and no magazine program except for a feature writing class. Thornton's own work in magazines got him involved in the Magazine Division, while his research into letters to the editor has found what he calls "fertile ground" in magazines.

"Not a whole lot of people have concentrated on magazine letters to the editor, which gives me room to make my mark," he wrote. "I like magazines because you can find a national audience for a publication such as *Time* or *Newsweek*."

Sam Riley said he can't recall exactly how he first came to join the division, but he has a background as a magazine editor and contributor and has written or edited six books on various aspects of the history of magazine publishing. Virginia Tech, like many schools, has no magazine program, he said, just a single course, Magazine Writing.

Riley said, "From the division, I have had the benefit of new ideas, inspiration, new sources of useful materials and very pleasant friends."

2007 Convention Paper Rules

All research papers submitted for the 2007 AEJMC Convention must be uploaded through an online server via www.aejmc.org/07convention. The following uniform call will apply to ALL AEJMC paper competitions.

1. Submit the paper via the AEJMC website link to the AEJMC group appropriate to the paper's topic. Format should be Word, WordPerfect, or a PDF.

2. The paper must be uploaded to the server no later than 11:59 P.M. (Central Standard Time) Sunday, April 1, 2007.

3. Also upload a paper abstract of no more than 75 words.

4. Completely fill out the online submission form with author(s) name, affiliation, mailing address, telephone number, and email address. The title should be printed on the first page of the text and on running heads on each page of text, as well as on the title page. Do not include author's name on running heads or title page.

5. Papers are accepted for peer review on the understanding that they are not already under review for other conventions and that they have been submitted to only one AEJMC group for evaluation. Papers accepted for the AEJMC convention should not have been presented to other conventions or published in scholarly or trade journals prior to presentation at the convention.

6. Student papers compete on an equal footing in open paper competitions unless otherwise specified by the individual division or interest group. Individual group specifications are printed in the *AEJMC News*.

7. At least one author of an accepted faculty paper must attend the convention to present the paper. If student authors cannot be present, they must make arrangements for the paper to be presented.

8. By May 15 authors will be advised whether their paper has been accepted and will receive a copy of reviewers' comments. Contact the paper chair if you are not notified or have questions about paper acceptance.

9. Authors of accepted papers retain copyright of their papers and are free to submit them for publication after presentation at the convention. Special note: Authors who have submitted papers and have not been notified by May 15 MUST contact the division or interest group paper chair for acceptance information. The AEJMC Central Office may not have this information available.

MAGAZINE DIVISION CALL FOR PAPERS

The AEJMC Magazine Division invites submissions of original research papers on any topic related to magazines for the AEJMC 2006 convention. All research methodologies are welcome. Your paper must be no more than 7,500 words (about 25 double-spaced pages) plus notes. Papers longer than 7,500 words will not be sent out for review. Only one paper per author will be accepted for presentation in the Magazine Division research sessions. Multiple submissions of the same paper to other divisions are not allowed. Papers will be evaluated on originality and importance of topic; quality of literature review; clarity of research purpose; focus; use of original and primary sources and how they support the paper's purpose and conclusions; quality of writing and organization; and extent of contribution to the field of magazine research. This year all AEJMC divisions and interest groups are requiring that research papers be submitted electronically. Questions should be directed to Dr. Joseph Bernt; 740-593-2589; berntj@ohio.edu.

Whose Bright Idea Was It Anyway?

How to help students find fresh ideas for stories and projects

By Carol B. Schwalbe, Arizona State

One of the challenges of teaching magazine writing is helping students generate fresh ideas. A survey by David Sumner (Ball State) ranked the most common problems that journalism professors see in beginning feature writers. Among the top 10 were choosing stale or unoriginal article ideas and difficulty distinguishing between original and unoriginal ideas.

To help students in my Magazine Writing class generate fresh ideas for stories and projects, I've developed a number of exercises. These can be used throughout the semester to encourage students to read more widely, expand their boundaries, and keep their eyes open to possibilities.

How's the weather? People never seem to tire of talking about the weather, but it's tough to come up with fresh ideas. As an icebreaker at the beginning of the semester, students walk around campus in pairs looking for offbeat weather ideas. This exercise prompted one student to write about a woman who chases lightning storms.

Take a different route. We tend to talk to people we know, and we hang out at familiar places. To expand their world, students take a different route to school for a week. They meet new people, encounter new places—and find fresh ideas. One student taking a different route to school looked up at a construction crane, which triggered an idea. She profiled the crane operator—what his day is like, what he sees, even what he does when he needs a bathroom break.

Rip the yellow pages from a phone book. Give each student a ripped-out page—and a week to write a story about one of the businesses. Students get creative when they have to find a hook that will make Aunt Elizabeth want to read about the local McDonalds. The yellow page one student received featured Curves. She wrote a business story about how women-only fitness centers build strong bodies and strong relationships.

Sketch a web. This group exercise helps students see an interesting angle or point of view. Pick a topic, such as hyper-parenting, and write it in the center of a large piece of paper. Draw spokes. At the end of each, jot down different angles (psychological, physical, social, etc.) and perspectives (grandparent, sibling, teacher, etc.). Keep adding spokes. A great story idea might be off in the corner, at the end of a web. The webbing exercise generated a solid piece on hyper-parenting as told from the perspective of a sibling. Before the webbing exercise, the student was going in so many different directions that she said her head hurt.

Be counter-intuitive. Each student jots down five obvious ideas for a story, then exchanges the list with a classmate. The classmate



writes down angles that are the opposite. This exercise yielded a story about how a shoeshine man in Phoenix was affected by Hurricane Katrina.

Take off your tie. Or put three Hershey kisses in your hand. Ask the students to write down 100 story ideas. After they've struggled for a few minutes, toss out words like "silver," "marketing," "classic," and "packaging" to stimulate other avenues of thought. Then ask each student for an idea. As a group, flesh out the most promising possibilities. A necktie or other object would work too. During the Hershey kiss exercise, one student thought of candies you can't find anymore. This struck a chord with the editor of a local newspaper, and the student crafted a cover story about nostalgia and the candy industry.

It's in the numbers. Hand out "Harper's Index," available online at <http://www.harpers.org>. In small groups, students brainstorm ideas based on this monthly compilation of fascinating statistics. When "Harper's Index" reported that only 3 percent of Americans say Monday is their favorite day of the week, one student wrote about the popularity of each day of the week.

Give it a twist. After generating a solid idea using any of the above exercises, students come up with three different angles for three different publications. Students thus learn to target magazines and appeal to different audiences. A student pitched a story about the state of investigative reporting 30 years after the murder of reporter Don Bolles. When *Columbia Journalism Review* didn't bite, she narrowed the focus to small and medium-size newsrooms. *Quill* bought the piece.

These exercises encourage students to be curious and realize that ideas are all around them.

TEACHING TIPS

THE NEWSLETTER OF THE AEJMC MAGAZINE DIVISION

Go Down South

Get involved with the AEJMC Southeast Colloquium

Tulane University is hosting the 2007 AEJMC Southeast Colloquium. The colloquium's supportive environment continues to be a wonderful forum to vet papers for both junior and senior scholars.

Consider sharing your work this year by submitting three blind copies, an original, and a 250-word abstract (all four copies need abstracts) to the appropriate division chair. On the cover page of the original, state the division for which the paper is intended; the paper's title; and the name, title, affiliation, address, office phone, home phone, fax, and e-mail address of every author. On the cover page of the three blind copies, state the division for which the paper is intended and the paper's title, but no other information identifying any author. Papers must be sent to the division chair and post-marked on or before Monday, Dec. 11, 2006. Papers may not be faxed or e-mailed.

Also, if you would like to volunteer to judge submissions for the Magazine Division or have an idea for a panel presentation, please contact Rachel Davis Mersey using the information below. Your contribution is appreciated. Up-to-date information will be posted on the Web site

<http://www.tulane.edu/~sec2007/>. Thank you to SEC coordinators Mary Blue, mblue@tulane.edu, and Nancy Dupont, ndupont@olemiss.edu, for their efforts.

2007 AEJMC Southeast Colloquium

Call for Papers

March 8-10, 2007

Hosted by the Department of Communication, Tulane University,
New Orleans

Convention hotel: Renaissance Arts Hotel

Magazine Division

Rachel Davis Mersey, UNC-Chapel Hill, School of Journalism and Mass Communication, Carroll Hall, Campus Box 3365, Chapel Hill, NC 27599. (919) 673-1655 • mersey@email.unc.edu

History Division

Vanessa D. Murphree, Department of Communication, 1000 University Commons, The University of South Alabama, Mobile, AL 36688-0002. (251) 380-2805 • murphree@usouthal.edu

Law Division

Edward L. Carter, Brigham Young University, 360 Brimhall Building (BRMB), Provo, UT 84602. (801) 422-4340 • ed_carter@byu.edu

Newspaper Division

Kathleen Wickham, Journalism Department, University of Mississippi, University, MS 38677. (662) 915-5501 • kwickham@olemiss.edu

Open Competition

Dana Rosengard, Gaylord College of Journalism and Mass Communication, University of Oklahoma, 395 West Lindsey Street/ Room 3520-D, Norman, OK 73019-4201 • DRosengard@OU.edu

RTVJ Division

Denise Dowling, University of Montana, School of Journalism, 32 Campus Drive, Missoula, MT 52812.

denise.dowling@umontana.edu

Minutes from the Division Meeting in San Francisco

By Scott Fosdick, San Jose State

Division Head Carol Fletcher called to order the annual business meeting at 7:57 p.m., August 3, 2006, in a room that looked virtually identical to every other sterile convention room the division has visited in recent memory. (Records indicate it was somewhere in San Francisco.)

Following introductions, David Sumner passed a get-well card for our beloved colleague, Sammye Johnson, and then introduced the recipient of the award for Magazine Professional of the Year, Joe Treen. In his gracious and enlightening comments, the long-time magazine editor analyzed the growing tendency of publishers to lean on editors to "substantiate your metrics," to "quantify everything," and, in short, to put the bottom line first. "I find this a little depressing," he said. A healthy discussion followed.

Carol Holstead announced the winners of the annual student magazine contest.

Following announcements of upcoming meetings, outgoing head Carol Fletcher explained the rules of voting and succession, incoming head Carol Schwalbe announced the slate of nominations for open offices, David Abrahamson moved to accept by acclamation, and the fix was in. Joe Bernt was then elected to the nominating committee.

In his other role as incoming chair of the Research Committee, Bernt aired plans for a special issue of our research journal that would include articles that assess magazine research over the 40 years of the division's history.

Discussion ensued of other ways to observe that anniversary, including the possibility of spending part of the \$2,000 surplus to host a reception at next summer's convention in Washington, D.C. Those present then

discussed ways of attracting new members, including an idea to conduct a survey to learn more about potential members.

The meeting closed with the taking of a photo to be sent to Sammye Johnson. The photographer was Joe Treen.

GOOD SPORT

The second issue of the *Journal of Sports Media* will come out in the spring. The journal also started a blog, and one of the first posts focuses on magazines. It comes from Angela Renkoski, assistant professor of magazine journalism at Drake University.

Visit:
www.journalsportsmedia.blogspot.com

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NICE MEETING YOU Members of the Magazine Division, after the annual meeting in San Francisco.

Photo by Beverly Merrick

Book Examines The Biz

Sumner's text helps students navigate the magazine world

A Complete Guide to the Industry, a new book by David Sumner and Shirrel Rhoades, provides a concise overview of everything you want to know about magazines. It explains the magazine production process from the conception of article ideas to printing and distribution. The book looks at magazine publishing from the "micro" view of individual magazines to the "macro" view of industry trends, history, and issues. It also contains chapters on how to launch a new magazine and write a business plan.

David E. Sumner, Ph.D., is co-author of *Feature and Magazine Writing: Action, Angle and Anecdotes* (2005) and author of *Graduate Programs in Journalism and Mass Communication* (1996). He is professor of journalism and head of the nationally recognized magazine program at Ball State University in Muncie, Indiana, where he has taught since 1990. He and his wife, Elise, a Spanish teacher, live in Anderson, Indiana.

Shirrel Rhoades has held executive positions with *Reader's Digest*, *Ladies Home Journal*, *Redbook*, *Harper's*, Scholastic, and Marvel Entertainment. He taught magazine



management for 17 years at New York University's Center for Publishing. Still consulting in the magazine industry, he and his wife, Diane Brady, now live in Key West, Florida.

AEJMC MAGAZINE PAPER JUDGES NEEDED FOR 2007 CONVENTION

Magazine Division members are already working on research papers to submit for presentation in Washington at the AEJMC Convention, a sure sign that the division is looking for members to volunteer to judge those papers immediately following the April 1 deadline for submission.

Joe Bernt, Magazine Division research chair, seeks a large pool of judges for this year's paper competition so he can promise to send no more than four papers to anyone who volunteers to review papers.

He also promises to give members who judge papers first shot at being discussants and moderators for the division's refereed paper sessions.

Please let Joe Bernt know you can review papers, any types of papers you feel most qualified to judge, and if you are interested in serving as a discussant or moderator at the convention.

Send your information by post, or e-mail Joseph Bernt, Professor of Journalism, Ohio University, Athens, Ohio 45701 or to berntj@ohio.edu.

barbara the legend reed

The Rutgers prof has been a mainstay in the Magazine Division

BY WALTER BRASCH, BLOOMSBURG

It's almost impossible to meet Barbara Straus Reed and not quickly realize she is a dynamo of energy and enthusiasm. Besides being a master teacher and a respected scholar, Barbara does more community and professional service in a year than most people fit into a lifetime—and she's the Magazine Division's Outstanding Educator, honored at the AEJMC convention in August 2005.

Capsulizing anyone's life and personality into a newsletter article is difficult; reducing Barbara's life to words is impossible. There are just too many dimensions to her, too many factoids, any one of which can be expanded to create its own article. Her single-spaced resume alone, with absolutely no bloating, is 18 pages. But to establish a base, let's begin with some of those facts.

She earned a B.S. in English and education at Miami University of Ohio, where she was active on the school newspaper. At Miami, she began to find her "voice," speaking out against injustice, writing against the university's police who had gone into student dorm rooms unannounced and without warrants under the excuse that the college was, in fact, operating as in loco parentis.

**MEMBER
PROFILE**

Following graduation, Barbara spent a year as a junior high school English teacher, where she advised the school newspaper. But, for a woman with strong opinions, a sense of history, and an all-enveloping sense of justice and social reform, she preferred journalism. In the 1960s, an era when journalism was again emerging as a way to promote social and cultural justice, Barbara earned an M.A. in journalism from the University of Minnesota. While in grad school, she worked for a daily newspaper and later for the AP, coordinating stories from throughout Minnesota before and during Election Night 1964. At Minnesota, she was assistant editor of *Journalism Quarterly*.

She next became a copywriter for Young & Rubicam; she had turned down a position at the *L.A. Times* because of the significantly lower pay and weaker benefits.

But her sense of social justice, pushed along by what was happening in, and to, America, led her to leave advertising—and into jobs as a mother, journalist, and part-time instructor/assistant professor. She was assistant producer for a public affairs debate show on KCET-TV, Los Angeles, a PBS station. She also worked at a daily news-

continued next page

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paper and did freelance work.

Between 1969 and 1978, she was editor of a monthly ACLU publication and a religious magazine, adviser of the *Trinity University Tripod* (Hartford, Conn.), a lecturer and teacher for the Grass-Roots American Israel Support Program (L.A.), public relations coordinator for the First National Conference in Children and Television (Philadelphia), and consultant to the American Jewish Committee (New York City).

After two years as assistant professor of journalism at California State University at Los Angeles, she took a leave to pursue a Ph.D. in mass communication at Ohio University. She says she wound up at Ohio through the welcoming words of Dru Riley Everts, who later was a Magazine Division Outstanding Educator. She had met Dru at an AEJ convention and chatted about concerns of enrolling in a doctoral program, especially how a single mother could possibly combine the rigors of graduate work, motherhood, and teaching.

In Athens, Barbara became an instructor in magazine journalism. Following completion of course work, she returned to Cal State/L.A. for two years. There, as the only woman, she learned she was the lowest paid member of the department, although by now she was acting chair. She later took a year's leave to teach at Rutgers—and has stayed there since 1983.

At Rutgers, she amassed teaching and scholarship honors that would match those of a small department. She regularly teaches courses about magazines and is a hands-on instructor for magazine article writing. She also teaches media ethics and law every term. She is respected as a tough but fair professor who will encourage students to reach their potential. But just to move them along, she will often use her numerous New York City contacts to provide even more inspiration.

Knowing that professors need to learn more about the magazine industry, for several years Barbara has organized the New York City Magazine Tour in early summer. For three days, a half-dozen profs tour major magazine publishers, spending two to four hours at each place, talking with senior executive staff in editorial, research, marketing, circulation, distribution, and production areas. It doesn't take long for cross-pollination, with editors often asking questions of the profs.



Reed (front row, left) on the 2006 tour of NYC magazines.

Barbara has been an academic consultant to numerous institutions, including the Ford Foundation and several academic publishers.

She earned a research fellowship from the American Jewish Archives (1992 to 1993), and was scholar-in-residence at the University of Tennessee, Chattanooga (1993). Barbara is the recipient of the Outstanding Research Paper award of the International Association of Business Communicators and the Simon Rockower Award for Excellence from the American Jewish Press Association. A specialist in ethnic and cultural history of America's Jews and their media, she has written dozens of articles for the popular press and refereed journals.

Barbara edited and wrote one of the chapters, of *Outsiders in 19th-Century Press History: Multicultural Perspectives* (1995). She wrote one AEJMC Journalism Monographs on *The Antebellum Jewish Press: Context, Origins, Purposes* (1993) and contributed to another on *AEJMC: 75 Years in the Making* (1987). She is also the author of 12 book chapters, mostly about sexism, media history, and Jewish press issues. She has written more than 40 refereed professional papers and a dozen academic reviews. Barbara has also served on more than three dozen academic panels, including several panels as moderator or chair. Among her social issues topics are how eating disorders are portrayed in women's magazines, domestic violence, and the lack of hiring of minorities in trade publications. Among dozens of guest lectures, she was an invited speaker for several lectures at the Hebrew University of

Jerusalem and the University of Tel Aviv.

Although Barbara is an active writer and speaker about diversity issues, it is for how she lives, and what she stands for, that led the president of Rutgers to award her the Leadership in Diversity honor in 2006. In making the presentation, he acknowledged her strong values in assuring a multicultural campus, with an emphasis upon human rights and responsibilities. Her service spans myriad committees, with much of her energy focused upon students, and minority rights and issues. For several years, she was a university senator.

For AEJMC, she served on and was head of the Standing Committee of Professional Freedom and Responsibility (2000-2004), received the Traves Award for Service (1998) from the Mass Communication and Society Division, and has been active in numerous committees and task forces, including one that examined the role and future of magazine journalism. She was also the Magazine Division head. For this year's AEJMC convention, she reviewed research papers, and also organized and moderated a panel on product placement. Barbara was also secretary and a member of the board of the American Journalism Historians Association, which awarded her several honors, including the Outstanding Research Paper.

When Rutgers journalism alumni talk about what a professor should be, they usually refer to Barbara Straus Reed, a professional, diligent teacher and scholar, and the one of the most active members of the Magazine Division.

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Magazine Division Heads, 1965-66 through 2005-06

1965-1966	Karl F. Zeisler	Michigan	1986-1987	Caroline Dow	Indiana-Indianapolis
1966-1967	C. S. McCarthy	Duquesne	1987-1988	David C. Nelson	Purdue
1967-1968	C. S. McCarthy	Duquesne	1988-1989	Sammye Johnson	Trinity
1968-1969	John R. Wilhelm	Ohio	1989-1990	Andrew Ciofalo	Loyola
1969-1970	John R. Wilhelm	Ohio	1990-1991	Vicki Hesterman	Point Loma Nazarene
1970-1971	Deryl Leaming	Kansas State	1991-1992	Ann Schierhorn	Kent State
1971-1972	John R. Wilhelm	Ohio	1992-1993	Lee Jolliffe	Missouri
1972-1973	Gene Burd	Texas	1993-1994	Kathleen Endres	Akron
1973-1974	Carol Reuss	Loyola	1994-1995	Abe Peck	Northwestern
1974-1975	John W. Garberson	Nevada	1995-1996	Samir Husni	Mississippi
1975-1976	Bryon Scott	Ohio	1996-1997	Beverly Merrick	New Mexico
1976-1977	Caroline Ackerman	Northwestern	1997-1998	David Abrahamson	Northwestern
1977-1978	Lee Young	Kansas	1998-1999	Patricia McNeely	South Carolina
1978-1979	Edwwin Haroldsen	Brigham Young	1999-2000	David E. Sumner	Ball State
1979-1980	John Hayes	Temple	2000-2001	Carol Holstead	Kansas
1980-1981	John Hayes	Temple	2001-2002	Leara Rhodes	Georgia
1981-1982	Lamar W. Bridges	Central Michigan	2002-2003	Leara Rhodes	Georgia
1982-1983	Barbara Reed	Cal State-L.A.	2003-2004	Carol Zuegner	Creighton
1983-1984	Dean M. Gottehrer	Alaska	2004-2005	Brian Thornton	Northern Illinois
1984-1985	J. William Click	Louisiana State	2005-2006	Carol Fletcher	Hofstra
1985-1986	Dru Riley Evarts	Ohio			



Me & Maureen

BY AMANDA JUNKER, NORTHWESTERN, '06

With *The New York Times* as her throne and a pen as her scepter, Maureen Dowd is the queen of op-ed columnists. As a writer Dowd harkens back to Dorothy Parker and Edith Wharton, but as a monarch she is decidedly Elizabethan. Notoriously single, verbally shrewd and politically combative,

she seems to have traded the Catholic values of her roots for the holy trinity of her punditry: sex, power, and politics. The recent publicity circus around the release of her second book, "Are Men Necessary? When Sexes Collide," coupled with lukewarm reviews, have prompted many to ask if Maureen Dowd is necessary, ultimately questioning her claim to the throne.

In a certain respect, her queen-ship is due to circumstance—she is, after all, the only woman of nine opinion writers at the *Times*. When columnist Anna Quindlen stepped down from her post in 1995, Dowd, whose political reporting for the *Times* already edged the line of edi-

torial commentary, seemed like a natural successor. But as a columnist, Dowd and her penchants for clever wordplay and caricature-based analysis often irritate rather than elucidate, and can deliver more style than substance.

For better or for worse, I have always related to Maureen Dowd. Like Dowd, I come from a Catholic, middle-class family and if I find myself unmarried at age 53, I, too, will likely develop a complex about men—whether or not I will drag readers through 338 pages about my complex is an entirely different question. While I shudder at the growing number of female sex columnists in college newspa-

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pers, I also know that sex sells, and I spice up otherwise dry topics with stylistic panache. I have an eye for detail and regularly employ witty observation as an analytical tool in my weekly opinion column in *The Daily Northwestern*. While I do not shy away from controversial topics, I have found my literary flourishes can detract from the depth of an argument, or serve as filler meat, a second-rate replacement for substance.

During my final quarter as a journalism student, I reached a much-dreaded crossroad in life, uncertain about my future and buried in a landslide of questions about who I am and where I see myself years down the road. When faced with questions about personal values, it is common for people to look to a higher power for answers. Through this transition, I will look to Dowd, not as a god but as a mentor who might offer me some wisdom and guidance for the future.

I do not know Maureen Dowd. I do not know what her office looks like, or how she taps on her keyboard, letter by letter, generating the next day's one-liners. I have seen her picture before, but I do not know the sound of her voice, her phone number, her direct e-mail address, or even her assistant's name. To me, Dowd is a pixelated image, a byline, a concept. However, I also know that at root of this deified, queen-like abstraction is an employee of *The New York Times*, who works within an elite network of journalists that extends to the faculty and alumni of my school, the Medill School of Journalism.

By rule of thumb, any two people are linked through six degrees of separation. In today's interconnected world, it is easier than ever to communicate through complex networks, and, given my position as a journalism student, I was sure I could unearth a link with Dowd. So, in a sort of social experiment, I attempted to parlay our six degrees of separation into a correspondence to see what, if anything, she might have to offer a young writer. I began with an e-mail, which I sent to Dowd's general column address, as well as to 12 Medill faculty members, ranging from the dean of the school to my freshman-year professor. The note read:

In an illusion of grandeur I have convinced myself Maureen Dowd will read this email. This illusion is rooted in the six degrees of separation theory, and the premise that the faculty and

alumni at the Medill School of Journalism are some of the best-connected professionals in the field. (Gail Collins, after all, visited my Magazine Editing class last fall. Dowd and I are practically sisters.)

Like Dowd, I survived more than a decade of Catholic schooling and get my wit and cynicism from my mother. As a writer, I have an eye for unique details. In the *Daily Northwestern*, I paint my weekly column inches with colorful language and have verbally castrated a variety of people, from Scooter Libby to female chauvinist pigs.

Maureen, if you receive this digital message in a bottle, please validate my hubris-laden plan and confirm our six degrees of separation. Feel free to chop me down with your caustic wit—in fact, nothing could bring me more pleasure. Or, if you are willing to humor an over-zealous college student, answer one question: How have critiques of your column affected your writing over the years—or, more specifically, what was the most influential piece of criticism you've ever received?

In typical college-student fashion, I awoke the next day with a guilty, nervous feeling about what I had done the night before. I did not check my email for fear my inbox would contain a notice from the dean's office about disciplinary probation for unruly and delusional students. Later that morning I received a call from my professor urging me to think of a backup plan in case Dowd didn't come through. While I tried to remain optimistic, I knew he might be right. When I first pitched the idea at lunch with five faculty members, their jaws dropped, and they bombarded me with questions about how I thought I would pull this off. Within two minutes, almost half of my key contacts, one a former colleague of Dowd's, painted a dismal picture about her elusiveness and my prospects of contacting her; their point was duly noted.

Daunted, but not defeated, I slowly connected the dots over the next few days. At the faculty lunch with *New Yorker* writer Katherine Boo—who, unbeknownst to me, had published a scathing argument against Dowd's breed of journalism in 1992. She was encouraging, and said even through her veil of secrecy Dowd "responds to girls." In light of Dowd's March 2005 column calling for the nurturing of young female journalists, this news did not surprise me. In fact, it was my network of female journalists that I figured would tie me to Dowd all along. Sure enough, of the 12 faculty members I emailed,

only women responded. One put me in touch with two writers for the *Times*, another wished me luck and told me the feminists were up in arms about Dowd's new book, and another forwarded my email along to Susan Ellingwood, a *Times* op-ed editor who forwarded it on to Dowd's assistant, Ashley Parker.

While the name "Ashley Parker" conjures images of a pigtailed, freckle-faced school-girl, Dowd's assistant has the reputation of a Doberman Pinscher. Like a guard dog, she serves as a gatekeeper to what Dowd will and will not see. She screens Dowd's phone calls and funnels the 200-plus emails her boss receives daily. Outside the office, Parker must uphold a code of omerta—a Mafia-like veil of secrecy—around Dowd's life. In the public realm, Dowd is typically tight-lipped with journalists. As media critic Michael Wolff was told in 1999, "Ms. Dowd does not speak to the press." In her private life, she keeps a small circle of close friends, including Michiko Kakutani and Jill Abramson, managing editor of the *Times*. Dowd's bubble of seclusion serves a dual purpose. In addition to ensuring what happens on the inside will not leak out, it also prevents unwanted noise on the outside from getting in. If someone starts talking about her on television, she lunges to switch off the set. She is very thin-skinned about criticism.

WHAT THE JUDGE SAID
"Me and Maureen," by Amanda Junker,
Northwestern University
Third Place, Consumer Article, People
Target Magazine: New York Magazine
Judge: Richard Stolley, founding managing
editor of People

This is a strange but fascinating story about both the author and *New York Times* columnist Maureen Dowd. It is part suspense—will the busy and prickly Dowd respond to the author's request for "the most influential piece of criticism you've ever received?"—and part confession—the author sees her own life reflected in her elusive story subject's. The story is well reported "around" Dowd and well written. In the end we find the author smart, patient, and endearing and, perhaps surprisingly, we're far more sympathetic to Dowd than we expected to be. It's a story that is anything but a run-of-the-mill profile.

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During her first six months as a columnist, Dowd “was a bundle of frayed nerves,” she wrote in a March 2005 column. Her distaste for public scrutiny was so acute that she went to Howell Raines, the editorial page editor, to try and get out of the column. “Men enjoy verbal dueling,” she told him. “As a woman,” she said, “I wanted to be liked, not attacked.” While this need to be liked does not seem to have limited her commentary—in 1999 she was awarded a Pulitzer Prize for her razor-sharp criticism of Bill Clinton’s affair with Monica Lewinsky—it seems this girlish self-awareness is something that has persisted. In that same 2005 column, she reflected on her role as a female columnist, writing:

When I need to work up my nerve to write a tough column, I try to think of myself as Emma Peel in a black leather catsuit, giving a kung fu kick to any diabolical mastermind who merits it.

I try not to visualize myself as one of the witches in “Macbeth,” sitting off to the side over a double, double toil and trouble, bubbling cauldron, muttering about what is fair or foul in the hurly burly of the royal court.

While she rejects petty gender-based criticism, including accusations that she has a castration complex or is a man-hater, her writing often plays up stereotypes of both men and women, which inevitably prompt dismissive critiques.

When I spoke with Jennifer 8. Lee, a staff writer for *The New York Times* and a distinguished visitor to my journalism class, she, too, confirmed Dowd’s girlishness. While Dowd can seem hard-edged in her writing, in person “she is like a teenage girl,” says Lee. She is notoriously cluttered, and her stately Georgetown home often has designer clothes strewn across the floor. The clothes serve as decorative accents to her bright pink jukebox and her collections of campy mermaid and tiger figurines. It seems Dowd is a bundle of battling personas: powerful yet girlish, career-driven yet romantic, smart yet sassy. Her attempts to reconcile these dueling identities while discussing topics like politics and global affairs usually provoke barrages of critical scrutiny. Referring to Dowd’s “pixieish” style of writing, Catherine Seipp wrote in *Washingtonian* magazine: “Who wants to deal with Tinkerbell flitting around when you’re trying to read the op-ed pages?”



**In an e-mail to Maureen Dowd, the author wrote:
Feel free to chop me down with your caustic wit—
in fact, nothing could bring me more pleasure.
Or, if you are willing to humor an over-zealous
college student, answer one question.**

While Dowd’s writing style can be viewed as either annoying or titillating, it seems the real controversy is not about what she does—as satires go, her literary cartoons are among the best—but rather, the fact that she draws them on the most coveted piece of journalistic real estate in the country. Dowd freely admits she is not a natural polemicist, yet she has become one of the most influential columnists in America. Her prestigious position is an embodiment of feminist triumphs, yet her Dowd-isms are often at odds with feminism and relentlessly propagate stereotypes about “girls” and “boys.” And as the only female voice on the op-ed page of *The New York Times*, she, perhaps unfairly, bears a large burden of representation, so it seems she could benefit by heeding some of the criticism that comes her way. Don’t even the best writers evolve over time, I wonder, heeding feedback and carefully honing their craft?

I looked to my inbox for answers. Still nothing. Unsatisfied with her liberties@nytimes.com email address, I searched for another, and sure enough, in the depths of Google, I found dowd@nytimes.com. I e-mailed her again, conceding that she must be

very busy with the book tour, but I insisted it is worth another shot. The next day Jennifer Lee gave me two key pieces of information: the contact information for Dowd’s former assistant, Julie Bosman, and a hint that the direct email address I should look for is actually Dowd’s middle name. With a newfound optimism I headed back to my laptop, but to my surprise, I already had a message awaiting me.

i’m in the middle of book tour
give me a little time
when do you need it

In what barely constitutes three sentences, my world was turned upside down. I did not even respond to the email before I snapped my laptop shut and ran out of the library to spread the news. I was now officially an email correspondent with Maureen Dowd, a speck on her radar, an item on her to do list. And the best part was she had responded directly to my email (the second note, which I sent to the “dowd” address). Whether our six degrees of separation or the email chain letter had anything to do with it, I do not

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know, but for a moment in time it was just me and Maureen.

An hour later, I replied with the bad news that my paper was due in six days, and I begged her for 10 minutes. No reply. On day three I emailed my new friend wishing her a nice Thanksgiving, partly for kicks and partly as a last ditch attempt to prompt a response. As the days crept on, I began to come to terms with the prospect that bold gestures and tenacity cannot get you everything—especially the time of the nation’s top columnist over a holiday weekend. But Saturday night, I held out hope, falling asleep with the conclusion of this story unwritten.

While journalists are driven by a variety of motives, they are all propelled into action by one common catalyst: deadline pressure. With a sly, catlike pounce, Dowd pulled through just eight hours before my final deadline. In a brief, two-paragraph e-mail, sans salutation or signature, she explained to me how criticism has affected her writing. In short, it hasn’t.

According to Dowd, the best advice she has found was in a letter from J.D. Salinger to Joyce Maynard in which he said it is best not to pay attention to either the applause or the criticism about your work, because either one can be warping to a writer. When Dowd first started writing opinion, Michael Kinsley and William Safire both advised her to avoid humor “because it would make me seem girly,” she said. And while she admits they are both brilliant men, she did not take their advice. “I think humor is a great way to get people to see things in fresh ways, and a cool way to deliver hard truths,” she concluded.

At first, this response fell a little flat. For all the criticism Dowd has received over the years, one would think she has gathered something constructive from it, some thoughts about the purpose of her writing, or possibly a lesson about constantly pushing yourself to grow and improve as a writer. Dowd, it seems, is content maintaining a consistent, arguably formulaic, approach to analysis, zinging people in power with her “girly” wit. But looking beyond her insularity to criticism, perhaps there is a greater lesson here about the importance of a writer’s sense of purpose in his or her quest for self-actualization. In a March 2005 column in *The*

Washington Post, Michael Kinsley recounted his conversation with Dowd, calling his own advice “terrible” and points out that by ignoring him, Dowd “proceeded to reinvent the political column as a comedy of manners and a running commentary on the psychopathologies of power.” Throughout the course of her career, Dowd has capitalized on who she is—an enigmatic female with a biting sense of humor and agility with words—and set out to illuminate the political sphere in a complete-

When I first pitched the idea at lunch with five faculty members, their jaws dropped, and they bombarded me with questions about how I thought I would pull this off.

ly novel way.

The choices Dowd has made about her approach to journalism and her purpose as a columnist are controversial, even exasperating to equally talented yet more earnest writers. But by questioning the devices she employs—her personal anecdotes, pop culture references and literary allusions—one questions her very identity as a writer. To change or eliminate certain elements of Dowd’s formula would diminish her overall effectiveness, and disrupt the equilibrium of her empire. It is an empire she has built, after all, by simply being Maureen. In her critic’s eyes, Dowd’s downfall would not be such a bad thing. But for now, those column-inches are her territory, and inside that carefully-drawn world, it must feel good to be queen.

IT'S IN THE CARDS

Raise the visual consciousness of your students with a card game and other exercises

by Ellen Gerl, Ohio

Students in my magazine feature writing course cheer when I pass out decks of playing cards at the start of class. “Awesome. We’re playing poker?” they ask. No, I tell them, you are simply going to look at the face cards closely. Their discomfort with the assignment intensifies when I collect the cards and hand out a Face Cards Quiz with questions like these: Which king carries an ax? Which jack wears a leaf in his cap?

Seldom does anyone score 100 percent. But they get the point: If we have never noticed the details in something so ordinary, what else have we missed?

Ross Parmenter, the inspiration for this quiz and a number of other visual perception games I use, wrote in his 1968 book *The Awakened Eye* that laying out the four kings started one of the most exciting experiences of his life. “The more I looked, the more I saw,” he wrote. (My students feel better when they learn that 11 of Parmenter’s then colleagues at *The New York Times* also flubbed most every question.)

This exercise has two objectives: to introduce students to the concept of active seeing and to help them understand how learning to observe the ordinary – in an extraordinary way – can aid their writing.

To segue into a discussion of what hinders visual perception, I read a paragraph from the chapter “Seeing” in *Pilgrim at Tinker Creek* in which author Annie Dillard describes looking for some three minutes at a bullfrog. It was so unexpectedly large that she couldn’t see it, even with the help of others yelling directions. When she at last saw the frog, it wasn’t the green they had described but instead the “color of wet hickory bark.” She wrote: “I see what I expect.”

Why hadn’t my students ever noticed the weapons and apparel of the face card royalty? Someone inevitably points out that he plays cards to win, not to view art. On the board, I write below the heading “Vision Killers” the words “expectations” and “purpose.” Students typically add other items such as these: cell phones, excessive visual stimuli, personal importance of what we are seeing, knowledge, value judgments, iPods, and busy lives. And, as Patricia Westfall notes in her magazine text *Beyond Intuition*, looking is “assumed to be so natural that writers don’t realize they have to work at it.”

The face cards exercise raises my students’ awareness that looking is a research skill – one they can learn. I warn them to expect more visual consciousness-raising throughout the term. Here are a just a



few of the perception games Parmenter suggests that I have adapted for in-class and homework exercises.

- **Borrow a friend’s eye.** Students observe and take notes to describe a scene. They next ask another person to observe the same scene and compare notes. What details struck the friend as important ones to report? How and why did their perceptions differ?

- **On-and-off seeing.** Viewing either an outdoor scene or an ordinary object, students look intensely for five seconds and then close their eyes. They try to remember as many details as possible before opening their eyes and looking again. Typically, they report recalling several additional details with each seeing. Sometimes I ask them to sketch the scene.

- **An object a day.** Students spend five minutes examining an ordinary object at home – a salt shaker or doorknob, for instance. We discuss how closing one’s eyes and touching can increase perception. They also look the word up in a dictionary to note if having more knowledge about the object or its history affects what they see. .

- **How would it appear to a...?** Students briefly describe someplace they went the previous weekend; it might be a party, bagel shop, or health club. Then they write a description based on how a child, a sociologist, or perhaps a small rodent might view that same scene.

- **Look back through your legs.** In this exercise, I send students outdoors to observe and jot down notes describing a scene or building. Next, they bend over and look through their legs to view the same scene upside down. Like seeing a reflection in water, this new angle almost always offers fresh visual details.

I would like to think my students gain a greater appreciation for what Henry David Thoreau described as “the necessity of being forever on the alert.” At least, they will never play poker again without looking for the sword.

Ellen Gerl is an assistant professor in the E.W. Scripps School of Journalism at Ohio University in Athens, Ohio. She challenges members to try this for extra credit: Which king holds his sword raised behind his head?

Resources:

- Annie Dillard, *Pilgrim at Tinker Creek*. HarperCollins, 1974.
- Rebecca McClanahan, *Word Painting: A Guide to Writing More Descriptively*. Writer’s Digest Books, 1999.
- Ross Parmenter, *The Awakened Eye*. Wesleyan University Press, 1968.
- Patricia Westfall, *Beyond Intuition: A Guide to Writing and Editing Magazine Nonfiction*. Longman, 1994

TEACHING TIPS

Winners Named in Student Contest

by Carol Holstead, Kansas

A Northwestern University magazine startup geared toward dads, Ithaca College's online magazine and a story written by an Arizona State University student about how to fight mold in your home—these were among the winning entries in the 2006 Student Magazine Contest.

Advisers, or friends of advisers, picked up their students' awards during a ceremony at the AEJMC convention in August in San Francisco. Judges for the contest included

editors, former editors, and publishers from consumer and business-to-business magazines, including *Glamour*, *National Geographic*, *Sierra*, *Shape*, *Outside*, *People*, *Crain's Business Insurance*, *Prism Business Media*, and *ESPN*.

Judges provided thoughtful, instructive comments about the winning entries and about the overall strengths and weaknesses of the entries in each category. Even if you didn't enter the contest this year—or did, but didn't win—you might find the judges' comments useful to your teaching.

This year's contest attracted 194 entries—50 fewer than last year—from about 20 universities across the United States and Canada. Typically, the same schools enter each year—more entries means stiffer competition for everybody, so please heed the call in 2007. You can enter work completed between May 8, 2006, and May 7, 2007, the deadline for this year.

You can see the list of winners below, as well as judges' comments and judges' biographies on the magazine division Web site at <http://aejmcmagazine.bsu.edu/>.

MEMBER NEWS & NOTES

Professor Beverly G. Merrick, former head of the Magazine Division, won first in the nation from the National Federation of Press Women for her poetry about the Platte River of Nebraska. She is the adviser of the campus newspaper at the University of Nebraska at Kearney. Journalism students of *The Antelope* and campus magazine *The Horn*, have won more than 80 press awards in the last two years. Collectively, they have won more awards in the two years of competition than in the past 20 years.

*

Sam G. Riley, Virginia Tech, is almost finished with the manuscript for a new biographical reference work, *Notable African-American Media Figures*, which will be published in 2007 by Greenwood Press. The two-book project contains biographical entries about 245 individuals who work or have very recently worked in the various news media, including magazines.

*

With the first anniversary of Hurricane Katrina and the fifth anniversary of 9/11, Walter Brasch (Bloomsburg University) did four to eight interviews a week with radio stations. He is the author of *America's Unpatriotic Acts: The Federal Government's Violation of Constitutional and Civil Rights* (2005) and 'Unacceptable: The Federal Response to Hurricane Katrina' (2006). His latest book is *Sex and the Single Beer Can: Probing the Media and American Culture* (2006).

And The Winners Are...

2006 Association for Education in Journalism and Mass Communication Student Magazine Contest

1. Consumer Magazine Article: Places (18 entries)
Judge: Scott Stuckey, senior editor at *National Geographic Traveler*

First Place: "High on Tamarindo," by Carolyn McKibben, Boston University, Caryl Rivers, adviser

Second Place: "The Masochistic Traveler," by Sarah Tolkoff, Northwestern University, Abe Peck, adviser

Third Place: "Seine and the Single Girl," by Erin Zaleski, Northwestern University, Abe Peck, adviser

2. Consumer Magazine Article: People (33 entries)
Judge: Richard B. Stolley, retired editorial director of *Time Inc.* and founding managing editor of *People*

First Place: "Whyte Noise," by Joe Castaldo, Ryerson University, Bill Reynolds, adviser

Second Place: "Helping with the Last Journey," by Nicole McEwen, Boston University, Caryl Rivers, adviser

Third Place: "Me and Maureen," by Amanda Junker, Northwestern University, David Abrahamson, adviser

Honorable Mention: "Webb: Young and Homeless," by Arthur Martori, Arizona State University, Carol Schwalbe, adviser

3. Consumer Magazine Article: Investigation and Analysis (32 entries)

Judge: Joan Hamilton, editor-in-chief of *Sierra* magazine

First Place: "University's Cooling Costs Not Looking So Hot," by Ryan Kost, Arizona State University, Carol Schwalbe, adviser

Second Place: "Going Down," by Jacqueline Nunes, Ryerson University, Bill Reynolds, adviser

Third Place: "A Question of Perjury," by Laura Dannen, Katie Lieserie and Rachel Lux, Boston University, Caryl Rivers, adviser

4. Consumer Magazine Article: Service and Information (21 entries)

Judge: Valerie Latona, editor of *Shape*

First Place: "Home is Where the Mold is," by Anya Britzius, Arizona State University, Carol Schwalbe, adviser

Second Place: "It Always Happens to Someone Else," by Irene De Vette, Boston University, Caryl Rivers, adviser

Third Place: "Job-Searching 101," by Melissa Byrd, University of Kansas, Carol Holstead, adviser

Honorable Mention: "The Dangers of Social Networking Web Sites," by Stephanie Berger, Arizona State University, Carol Schwalbe, adviser

Honorable Mention: "The Breeding Ground," by Rachel Clayton, Northwestern University, David Abrahamson, adviser

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5. Consumer Magazine Article: First Person (34 entries)

Judge: Erin Zammett Ruddy, articles editor at *Glamour* and author of the memoir *My So-Called Normal Life: How I Learned to Balance Love, Work, Family, Friends...and Cancer at 23*

First Place: "Home Shame Home," by Jennifer Justus, Boston University, Caryl Rivers, adviser

Second Place: "Open Hearted: A story of life after lost love," by Mindy Lee, Arizona State University, Carol Schwalbe, adviser

Third Place: "Heartbeat Away," by Leslie Yingling, University of Missouri, Jennifer Moeller, adviser

Honorable Mention: "In Your Face," by Marco Ursi, Ryerson University, Bill Reynolds, adviser

Honorable Mention: "In My World," by Tara Schupner, University of Kansas, Carol Holstead, adviser

6. Specialized Business Press Article (8 entries)

Judge: Sally Roberts, senior editor at *Crain's Business Insurance*

First Place: "Converting the Motherhouse," by Meghan Christiansen, Northwestern University, David Standish, adviser

Second Place: "Franchise pacts keep Red Rock Chili's growth potential red hot," by Jason Horn, Northwestern University, Abe Peck, adviser

Third Place: "A Day in the Life of Vic Myers," by Jeffrey Lee, Northwestern University, Abe Peck, adviser

7. Online Magazine (10 entries)

Judge: Laura Bronson, editor of *RealSimple.com*

First Place: Imprint Magazine: College Life's Internet Magazine, <http://www.imprintmagazine.org/>, Ithaca College, Chris Baxter, editor, Kim Gregson, adviser

Second Place: The Devil's Tale, <http://cronkitezine.asu.edu/>, Arizona State University, Chelsea Ide, editor, Carol Schwalbe, adviser

Third Place: Ryerson Review of Journalism, <http://www.rrj.ca/>, Ryerson University, Bill Reynolds, adviser

8. Single Issue of an Ongoing Print Magazine: Design (8 entries)

Judge: Bob Gray, design editor of *National Geographic*

First place: *515*, Drake University, Katie Knorovsky, editor, Kaelin Tripp, art director, Lori Blachford and Patricia Prijatel, advisers

Second place: *Drake*, Drake University, Sarah Schafman, editor, Amy Smith, art director, Patricia Prijatel, adviser

Third Place: *The Burr*, Kent State University, Katie Phillips, editor, Logan Sommers, art director, Ann Schierhorn, adviser

Honorable Mention: *Jayplay*, University of Kansas, Natalie Johnson, editor, Becca Cremer and Jacky Carter, designers, Carol Holstead, adviser

Honorable Mention: *Vox*, University of Missouri, Katie Pollock, editor, Kari Engel and Renata Turk, art directors, Jennifer Moeller, adviser



9. Single Issue of an Ongoing Print Magazine: Editorial (11 entries)

Judges: John Bradley, *Dispatches* editor, Aaron Gulley, special issues managing editor, Will Palmer, copy chief, Stephanie Pearson, senior editor, at *Outside*

First Place: *Ryerson Review of Journalism*, Ryerson University, Marco Ursi, editor, Bill Reynolds, adviser

Second Place: *Drake*, Drake University, Sarah Schafman, editor, Angela Renkoski, adviser

Third Place: *Vox*, University of Missouri, Mark Slagle, editor, Jennifer Moeller, adviser

Honorable Mention: *Jayplay*, University of Kansas, Natalie Johnson, editor, Carol Holstead, adviser

Honorable Mention: *The Burr*, Kent State University, Katie Phillips, editor, Ann Schierhorn, adviser

10. Single Issue of an Ongoing Print Magazine: General Excellence (11 entries)

Judge: John Walsh, executive editor at ESPN

First place: *Vox*, University of Missouri, Melissa Maynard, editor, Jennifer Moeller, adviser

Second place: *The Burr*, Kent State University, Katie Hilbert, editor, Ann Schierhorn, adviser

Third place: *515*, Drake University, Katie Knorovsky, editor, Lori Blachford and Patricia Prijatel, advisers

Honorable Mention: *Scoop*, University of Tennessee, Laura Lacy, managing editor, Carolyn Lepre, adviser

11. Start-up Magazine Project: Team (14 entries)

Judge: Roger Tremblay, *Media Networks Inc.*

First Place: *Dad's Life*, Northwestern University, Graham Meyer, editor, Charles Whitaker, adviser

Second Place: *Boston Biz*, Boston University, Gary Dzent and Lauren Smith, editors, Caryl Rivers, adviser

Third Place: *Loaf*, University of Missouri, Jay Kirby, Becca Eden, Erika Meeker, Aaron Richter, John Fennell, adviser

12. Start-up Magazine Project: Individual (14 entries)

Judge: Jerry Okabe, vice president / audience marketing of *Prism Business Media*

First place: *Stems*, Jillian Baco, University of Kansas, Kara Lynch and Carol Holstead, advisers

Second place: *Home Again*, Heidi Fedak, University of Kansas, Kara Lynch and Carol Holstead, advisers

Third place: *Presence*, Jacky Carter, University of Kansas, Kara Lynch and Carol Holstead, advisers

Honorable Mention: *Matrimony for Southern Brides*, Elizabeth Chapman, University of Mississippi, Samir Husni, adviser

THE NEWSLETTER OF THE AEJMC MAGAZINE DIVISION

2006-2007 Magazine Division Officers

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