

A Letter from the Division Head

Lyn Lepre

Magazine Division Head

I find it hard to believe that Thanksgiving is already upon us, and the semester is almost done. It feels as if we were all together in Denver just a short time ago – perhaps because we had such a wonderful time. I know that I left Colorado filled with new ideas for my classroom and my research, and excited about the year ahead.

According to the latest issue of *AEJMC News*, more than 2,189 delegates attended the Denver conference, and I can tell you that the Magazine Division panels and presentations were popular draws for these attendees. Most of these panels were standing room only, which was a thrill to see, and a gratifying thing for the participants and the planners. I personally want to extend a thank you to Ted Spiker, Rachel Davis Mersey, Jacquie Marino, Jill Van Wyke, and Dane Claussen for all their work on the conference planning.

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Food Network Magazine Publisher Named 2010 Magazine Professional of the Year



Vicki Wellington flew to Denver to accept the award during the 2010 AEJMC Convention and to share secrets to Food Network Magazine's success.

Erin Coyle
Newsletter Editor

The Magazine Division selected a magazine publisher as Magazine Professional of the Year for the first time in 2010, awarding the honor to Vicki Wellington, publisher of the Food Network Magazine.

After accepting the award, Wellington told dozens of journalism educators that “magazines indeed are here to stay.”

“Consumers continue to have a very deep relationship with magazines,” Wellington said. “It’s really about hitting the sweet spot of consumers’ imagination.”

Hearst Corp. and the Food Network launched the magazine in October 2008. Within a year, the magazine’s circulation more than tripled, leaping from 300,000 to more than a million. The growing popularity of chefs from

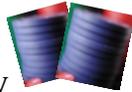
the Food Network fueled fans’ desires for a magazine that revealed more information about the ways celebrity chefs entertain when they are not on television.

“This is so much more than just a food magazine. It is about the connection that these people have with these fans,” she said. “People come here for the food and for the recipes, but they’re also coming here for the celebrities.”

The magazine has earned attention for maximizing more than the talents of Food Network stars. The magazine uses a 360 degree approach that integrates social media, articles and photographs from traditional print media, direct mail, and, of course, television. Its multiplatform launch was the largest in magazine history.

“This is the way of the future,” Wellington said.

The Chips Are Still up in the Air for St. Louis



Rachel Davis Mersey

Vice Head and programming chair

Following an outstanding year of programming at the 2010 Denver convention, I am pleased to report that we had an interesting variety of panels — teaching, research, and professional freedom and responsibility (PF&R) — submitted for the St. Louis convention.

We are proving again to be a division of creative individuals committed not only to the craft of magazines but to great teaching, research, and professional activity as well. We are certain to find partners in other divisions and interests groups for many of our panels. Remember that these alliances are important for a number of reasons:

First, we want other members of AEJMC to be exposed to the work and the “magazine-think” we all enjoy. Co-sponsored panels are a wonderful way to encourage a wide variety of people to attend.

Second, co-sponsoring is an important part of fitting our interests into a jam-packed convention schedule. Because of the introduction of a new division (CommSHER) all divisions and interest groups will have reduced programming time via a chip reduction.

The winter planning meeting, also known as the chip auction, for the St. Louis convention will be held Dec. 3-4 in Albuquerque. Shortly following that event we will proceed with the specific planning of the scheduled sessions.

Thank you to everyone who submitted panels. It is clear we are going to have an outstanding lineup in St. Louis.

Rachel is an assistant professor at the Medill School, Northwestern University

Taking Convention Programming to New Heights: Magazines in the Mountains 2010



Several Magazine Division members took the 2010 AEJMC Convention slogan, “Scaling New Heights,” literally. On August 3 they left the Denver convention hotel for a day hike near Boulder.

Magazine Division Members Explore Future for Newsletter

Erin Coyle
Newsletter editor

Because technology offers many ways for Magazine Division members to connect and follow trends with the industry and the academy, the Magazine Division is assessing how its newsletter can best serve the division.

In October, we completed the first stage of the executive board’s plans to continue improving our division’s newsletter. During that month, 30 division members completed an online survey designed to assess what members want from Magazine Matter. Their responses have provided valuable insight on which

features of the newsletter already meet members’ needs and how our newsletter can evolve to continue meeting our members’ needs.

Most survey respondents indicated that they want to receive a copy of the newsletter two or three times a year. And nearly half, 14, would like to receive the newsletter as a PDF file attached to an email. Twelve indicated that they would prefer to receive a link to a webpage with a printable copy of the newsletter. Fewer than one-third of respondents indicated that they would participate in a Wiki-type newsletter. Thus, three editions of the newsletter will be distributed as email attachments this year. The PDF format will be available for printing and downloading.

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Tips for teaching grammar when you're not a grammar teacher

By Betsy Edgerton

Teaching Chair and assistant professor and director of the magazine writing and editing program, Journalism Department, Columbia College Chicago

Tell people that you're a grammar teacher and folks start checking their pronouns — and edging away nervously. But anyone who teaches editing and writing is, by default, a grammar teacher. My bet is that you *use* the rules of grammar correctly every day but have no memory of what the rules actually *are*.

Here's help on how to teach grammar to your writing students.

- ◆ Pick the two most-common grammar errors your students make for each major writing assignment (comma problems will top the list) and create a 10-minute refresher lesson plan addressing those errors.
- ◆ Once you've given your lesson, pair up students and have each duo correct a practice sentence and explain their answers (that last part is crucial).
 - Keep the learning interactive and collaborative. Lots of students have grammar anxiety, so make sure they don't feel singled out.
- ◆ Create a grammar Jeopardy game, break the class into

teams, reward correct answers with candy or extra credit—whatever it takes to keep up the energy!

- Before you launch into a lesson, however, make sure you're rock solid on the lingo and rules. First-time grammar teachers tell me they prep harder for the class than any other they teach, and the same is true for giving a short lesson. That's why I recommend limiting the scope of each lesson.

- ◆ If you can avoid a grammar term, do so. For the purposes of explanation, break down a sentence into “chunks,” not clauses and phrases. However, if you want your students to stop writing stuff like “The chances of him being on time are slim,” you'll need to get comfy with gerunds. (Psst: The “him” should be a “his.”)

- Your instruction is key, but students must also take responsibility for their own learning.

- ◆ Make sure your course's learning outcomes require that students use correct grammar and punctuation in their writing.

- ◆ Make getting extra grammar help from a department tutor, the instructor or a college writing center a part of the student's grade. (By the way, grammar tutoring works well in groups of three or four.)

- ◆ Give students a self-editing checklist to use before they turn in their papers, and include examples of the most common grammar errors and how to fix them.

- ◆ Have students write grammar problems to include in an exam.

- This last tip is controversial, but I'm a firm believer in it: Don't correct all of a student's grammar and punctuation errors.

- ◆ If the student makes an error consistently, mark one example and instruct the student to find and correct the rest and revise the paper.

- I've learned from my six years of overseeing our required Grammar for Journalists course that teachers—even experienced ones—are petrified that first semester. And then the vast majority come to love it, and teach it year after year. It's a secret club of geeks. They just don't advertise it at parties.



Betsy has created a batch of tip sheets and grammar mini-lessons, with exercises for students and explanations for teachers. Email her at bedgerton@colum.edu and she'll send them to you.

For excellent exercises, Betsy suggests you visit:

- ◆ grammarbook.com,
- ◆ grammaruntied.com,

Betsy is a longtime magazine editor who teaches magazine writing and editing, trade magazine writing, copy editing and grammar.

Midwinter Conference Calls for Paper Abstracts and Panel Proposals

AEJMC MIDWINTER
CONFERENCE 2011
March 4-5, 2011



Gaylord College of Journalism
and Mass Communication
University of Oklahoma

General Call for Paper
Abstracts and Panel Proposals

The AEJMC Midwinter Conference is an annual forum for the presentation of research and debate in areas relevant to the 13 AEJMC groups (divisions, interest groups and commissions) sponsoring the event. The conference provides a platform for presentations and extended discussions in a relaxed setting.

The upcoming conference is scheduled for March 4-5 at the Gaylord College of Journalism and Mass Communication (University of Oklahoma) in Norman, Oklahoma. For the third year in a row, conference participants will be able to enjoy the College's state-of-the-art teaching and research facilities, as well as many winter diversions outside the conference activities, including world-class museums and art galleries.

Paper abstract submissions:

Authors are invited to submit research paper abstracts of between **600 and 800 words** (word count excludes author information and references). Abstracts should give a clear sense of relevant literature, research objectives,

methodological approach, stage of research project (conceptual, data gathering, data interpreting), findings and conclusions.

Submissions should be made by e-mail to the midwinter chair (from the list below) of the group authors wish to submit to. Note that authors can only submit a paper abstract to **one** participating group – submitting the same paper abstract to several groups will result in disqualification and withdrawal from the review process. **Do not submit full papers.**

Authors of accepted papers will be notified by mid-January 2011. Papers presented at the midwinter conference are also eligible for presentation at the AEJMC national convention. Authors are encouraged to use the midwinter conference as an opportunity to get feedback on their research, improve and finalize it for submission to the national conference.

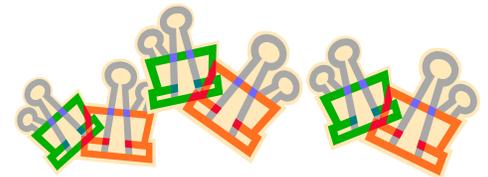
Authors of accepted abstracts must submit complete papers (not more than 30 pages) to the discussant of their conference session least two weeks before the conference. At least one author of each accepted paper must register and attend the conference to read the paper.

Panel submissions:

In addition, the organizers are also inviting panel proposals sent to the relevant midwinter chair of the group they wish to present the panel to. Panel submissions should include the panel title, a description of the session's focus, the issues to be discussed, and a list of panelists (potential and confirmed), including affiliation. Panel proposals should not exceed two double-spaced pages.

Submission format:

All submissions (for paper abstracts and panels) should include the name(s) of the author(s) or panels organizer(s) **on the title page only**. The title page should also include the corresponding author's mailing address, telephone number and e-mail address. The title should be on the first page of the text and on running heads on each page of text. Authors should e-mail their abstracts or proposals as attachments (saved with the author's last name as file name) in a standard word-processing format (preferably Word or RTF) to the relevant midwinter chair. Authors must ensure that they remove any identifying information from their document (with the exception of the title page).



Deadline: All submissions should reach the appropriate group's midwinter chair by noon, Dec. 3, 2010.

The University of Oklahoma is located in Norman, 20 miles south of Oklahoma City, with easy access to the Will Rogers World Airport. Details on conference registration, hotel accommodation and airport transportation will be available at <http://www.ou.edu/gaylord>.

For more information on the 2011 Midwinter Conference, contact Elanie Steyn, Conference Site Host (elanie@ou.edu).

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AEJMC 2011 Midwinter Chairs by Division/Interest Group/ Commission

Civic & Citizen Journalism Interest Group

Burton St. John, Old Dominion University
(BSaintJo@odu.edu)

Communication Technology Division

Carmen Stavrositu, University of Colorado at
Colorado Springs (cstavros@uccs.edu)

Commission on the Status of Women

Barbara Friedman, University of North Carolina
(bfriedman@unc.edu)

Cultural and Critical Studies Division

Susan Brockus, California State University
(sbrockus@csuchico.edu)

Entertainment Studies Interest Group

Mina Tsay, Boston University (minatsay@bu.edu)

Graduate Education Interest Group

J.J. De Simone, University of Wisconsin-Madison
(jjdesimone@gmail.com)

International Communication Division

Heloiza Herscovitz, California State University
Long Beach (heloiza@journalism.com)

Magazine Division Liz Fakazis, University of
Wisconsin-Stevens Point (liz.fakazis@uwsp.edu)

Mass Communication & Society Division

Lisa Paulin, North Carolina Central University
(lpaulin@nccu.edu)

Media Management & Economics Division

Sue Alessandri, Suffolk University,
(salessandri@suffolk.edu)

Minorities and Communication Division

Felicia McGhee-Hilt, University of Tennessee at
Chattanooga (felicia-hilt@utc.edu)

Religion and Media Interest Group

Amanda Sturgill, Elon University
(asturgill@elon.edu)

Visual Communication Division

Bruce Thorson, University of Nebraska-Lincoln
(bthorson2@unl.edu)

2011 Southeast Colloquium Call for Paper and Panel Proposals



General Call for Papers:

Authors are invited to submit completed research papers to the paper chairs listed on the right by the postmark deadline of Dec. 13, 2010. All papers must be submitted via first class U.S. Mail or overnight delivery.

Graduate students are encouraged to submit papers.

Four copies of each paper should be submitted. One copy should have a title page with identifying information (name, faculty or student designation, affiliation, complete U.S. postal address, phone number, and email address), and three copies should contain a title page with no identifying information. No other identifying information should be included on any of the copies.

Each paper should include an abstract of 250 words or less attached behind the title page (with no identifying information). Length of papers should not exceed 30 pages including references and tables (50 pages for Law and Policy papers). No electronic submissions will be accepted. Authors of accepted papers will be notified at the end of January 2011.

Acceptance and/or submission of papers to colloquium paper competitions does not prevent authors from submitting to AEJMC divisions for the national convention.

Winners of top paper awards in each division also are expected to attend the business luncheon and meeting on Saturday, March 19, 2011.

Panel Proposals should be submitted to:

Kathy Roberts Forde
School of Journalism and
Mass Communications
University of South Carolina
Columbia, SC 29208.

Deadline: Postmark deadline for panel proposals is Dec. 13, 2010. Proposals should include a brief description of the panel along with proposed panelists. Proposals should not exceed three double-spaced pages.

Conference Information

The University of South Carolina Columbia is located less than 8 miles from the Columbia Metropolitan Airport and approximately 95 miles from the Charlotte/Douglas International Airport (in Charlotte, N.C.).

Hotel rooms are reserved at a special conference rate at the Hilton Columbia Center, located in the Vista, the revitalized arts and entertainment district of Columbia, and near campus and the Statehouse.

For more information, see <http://www.jour.sc.edu/sec2011>

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More Opportunities to Present Research

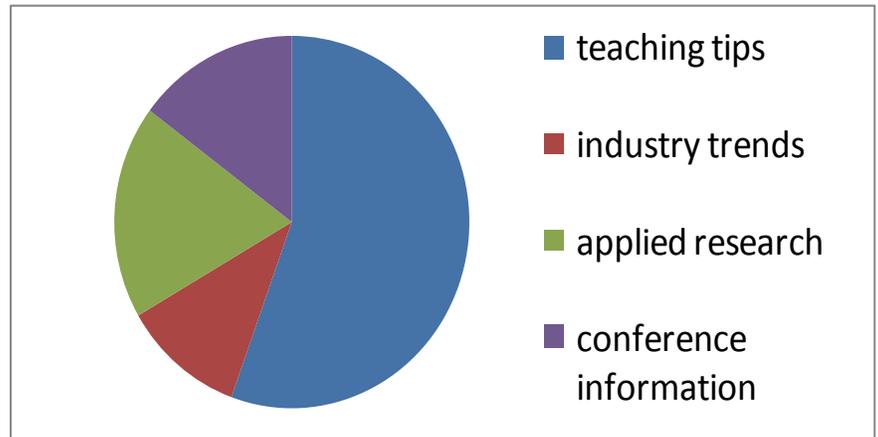
Without their help, we would not have had such a fabulous pre-conference hike, insightful PF&R panels, teaching panels that made us want to run home to change our lesson plans, a thought-provoking speech by our Professional of the Year Vicki Wellington, or research panels that inspired us. And thanks to all of you who volunteered your expertise to serve on panels as speakers, moderators, and discussants, or to those of you who served as paper judges. We couldn't have done it without you.

We have already begun to look ahead to upcoming conferences: the Southeast colloquium in Columbia, S.C. (March 17-19), the Midwinter conference in Norman, Okla. (March 4-5), and the annual conference in St. Louis, Mo (Aug. 10-13). Our Division will participate in all three this year. Rachel Davis Mersey, vice-head, and I will meet in Albuquerque in early December to set up the programming for the St. Louis conference. I know she has been working hard on the pre-auction planning and has a number of wonderful panel ideas already in motion.

The Magazine Division is one of 13 sponsoring groups, many of whom include the divisions and interest groups with which we co-sponsored panels at the annual conference. As this conference only requires abstracts to be sent in for the refereed judging, the conference is popular with graduate students, who may still be completing a semester's research project and not be done with the completed paper by an early December deadline. It offers a place for research that is in progress in December (and that will be complete in March) to find a place for presentation.



Survey Indicates What Content Members Want in Our Division's Newsletter



Pairing the Midwinter conference with the Southeast colloquium, which requires completed research papers for judging in December, allows for more opportunities for our members, who may have research projects at varying stages of completion.

I am excited about our participation in the Midwinter conference and plan to be in Oklahoma to see how it all comes together. I hope you will each encourage your graduate students to consider submitting their abstracts to our paper competition in our inaugural year – or that you will submit an abstract or panel proposal yourself by the **December 3** deadline. I hear Norman is a beautiful place to visit!

On behalf of the Magazine Division, I thank you for all your help and support, and please don't hesitate to contact any member of the executive board if you have any suggestions or concerns.

Lyn is an associate professor at Marist College

The Future Newsletter

Members also indicated that they want the newsletter to include information on teaching tips, industry trends, applied research, and conference information. Special attention will be given to articles submitted on those topics during the next year.

During the next phase of the executive board's newsletter study, magazine design students will suggest new layouts and formats, in an effort to enhance each member's experience with the newsletter and the students' education.

I would like to thank the division members and their students for contributing to this process. Please send questions, or suggestions for the future of our newsletter to ekcoyle@lsu.edu.

Erin is an assistant professor at Louisiana State University