

Magazine Matter

AEJMC Magazine Division Newsletter

Fall 2011 vol. 30, no. 3

Note from Division Head



Dear members,

Each year the division head is tasked with identifying goals for the year. I am particularly excited to serve you in this year while AEJMC celebrates its centennial. To honor this moment, I have identified two related goals:

- To **engage** all our officers in activities throughout the year but especially those related to the annual conference;
- To **celebrate** AEJMC's 100th with conference programming that excites our current members and attracts members from other divisions and interest groups.

In addition, I continue the **commitment** made by 2009-2010 division Head Ted Spiker, Florida, and 2010-2011 division Head Lyn Lepre, Marist, to expand our membership roster.

To support these efforts we have an outstanding team of officers. Please welcome them and reach out if there is anything we can do to enhance your member experience with the Magazine Division.

I can be reached by e-mail, rdmersey@northwestern.edu, and phone, 847-491-2196.

Best,

Rachel Davis Mersey
Northwestern University

Chicago On Deck:

The 2012 Annual Conference will be held in Chicago, Thursday, August 9, through Sunday, August 12.

Please note these days mark a shift in the traditional start of the conference and that this conference marks AEJMC's centennial.

In addition to outstanding panels, you can expect a celebration throughout the conference.

We hope you can join us.

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David Abrahamson 2011 Educator of the Year



David Sumner, Ball State University, left, our 2007 Educator of the Year, made the introduction for the award to David Abrahamson, Northwestern, right.

Remarks by David Abrahamson

Officers and members of the AEJ Magazine Division, esteemed colleagues, beloved students, ladies and gentleman, A promise and a confession: First, I promise that my remarks this evening

will be mercifully brief. And the confession: I probably ought to admit from the very start that I am not completely sure that I deserve this honor. I accept it, of course, and thank you from the bottom of my heart. But I confess to you that I wonder if I have truly earned it.

Perhaps part of this insecurity comes from the fact that, like many of our colleagues at most journalism schools, before coming to the academy I had a previous professional life as a practitioner, a working journalist. Entering the academy later in life has its pluses and minuses, to be sure, but there are a number of implications

which, it could be argued, border on the universal.

First, while it is probably true that latecomers do generally tend to over-idealize the academy, we may have a special appreciation of one of the terribly important and quite wonderful core truths about the Leafy Grove. Compared to the regular work-a-day commercial world, it is quite remarkable. The university is about ideas, rather than money and power.

Oh, is it not about money and power.

And it is hard to overstate how refreshing and, yes, inspiring, this fact is for those of us who come to the

academy from previous lives in the commercial realm.

Second, it is possible that those coming to the teaching profession a little later in life many have a heightened awareness of just what a privilege it is to do this for a living. As a dear friend once noted, one reason that teaching is unique is simply because it calls for what she terms a certain “generosity of spirit” on the part of the teacher. At heart, it is a giving profession. Wonder of wonders, you are not only permitted, but encouraged, to care about others.

And lastly, to be brief, as someone who has not taught for my entire lifetime, I must mention the truly pivotal, absolutely essential, place of role models in my own education – my own teachers who I am sure that, without a flicker of conscious thought, I model myself on every single day in the classroom. It is not a particularly long list, but the qualities are perhaps timeless.

I recall Mrs. Humiston’s kind humor in eight grade English. The late historian David Herbert Donald and his gentle questions from my junior year in college. The way that the late Neil Postman, in one of my doctoral classes, seemed to genuinely treasure the organic nature of class discussion. And my dissertation director, Paul R. Baker, who by word and deed led me to one of the great underlying truths about teaching. As Yeats so aptly said: “Education is not the filling of a pail, but the lighting of a fire.”

Since we are the Magazine Division and there is an urgent, even existential, question facing us all, perhaps you will kindly permit me a moment more at this bully pulpit. I’d like to say just a word about the magazine

form in the brave new digital world in which all of journalism is, at this moment, trying to find its place it.

We've all heard it said that long-form is dying, but I suspect there is ample evidence to suggest that is simply not true. As the web matures, it continues to demonstrate that wonderfully insightful observation by Victor Navasky, long-time editor of *The Nation*. He once said something that everyone in this room knows only too well: that "Magazines are an art form, not just a delivery system."

And I would argue that the magazine form is finding its place in the brave new world. One need only to look at

- Longform.org
- Narrativemagazine.com, "dedicated to storytelling in the digital age"
- Atavist.net
- or one of my favorites, "The Best Magazine Articles Ever" (which can be found at KK.org).

All demonstrate that truth so eloquently stated by Tim Holmes in *Inside the Magazine*: "Magazines are prime examples of a cultural resource. They are full of stories we tell about ourselves, which we accept as being ourselves."

And so, to conclude, two final thoughts:

I am quite certain that there is a very bright future for magazines in the years ahead, and I'm happy to ensure that my students know that.

And I thank you for this kind and thoughtful award. In accepting it, I share the honor with my own teachers, my colleagues, and, of course, my students. And with your kind permission, I shall hope that they agree with you that I deserve it.

Thank you.

Recipe for a Custom Community What Meredith Learned from Mixing Bowl



Heather Morgan Shott, creator of Mixing Bowl, speaking at the 2011 AEJMC conference in St. Louis.

Blog post by Jacqueline Marino, Kent State, from her blog, "InspireMeJProf"

My magazine students tend to love both social media and food. So back in 2009, I was excited to show them *Mixing Bowl*, an online community merging those two passions. Meredith

Corporation launched *Mixing Bowl* in December 2008 as a sister site to the *Better Homes & Gardens* website, BHG.com. By the end of its first year, *Mixing Bowl* had grown to 50,000 members who had shared more than 20,000 recipes. The company published three editions of *Mixing Bowl* the magazine using content submitted by members of the site. Although it was not the first to "reverse publish," it was one of the most notable for both the engagement of its community and the quality of its content.

What lesson could students learn from this? That someone with a magazine concept good enough to create a thriving online community could then launch a print magazine – and be successful on both platforms.

But the meaning of success differs from platform to platform. After hearing from Heather Morgan Shott, *Mixing Bowl*'s creator, who spoke at a social-media session I ran at the Association for Education in Journalism and Mass Communication convention last week, I'll need to modify

“The industry as a whole still hasn’t found a great way to monetize social networks.”

Heather Morgan Shott, creator of Mixing Bowl

“Recipe for a Custom Community”

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my lesson. While Mixing Bowl successfully built a custom community, the site itself did not make money.

“The industry as a whole still hasn’t found a great way to monetize social networks,” Shott said later in an email to me. “Advertisers need to be integrated into the site prominently to make money, but it’s difficult to do that without making the community members feel like their space is being invaded. If community members feel intruded upon then they’ll go elsewhere and your social network will fall apart.”

Editors can’t edit online communities, even ones they are responsible for growing on their websites. If a community member posts something negative about a brand, she said, the editors won’t change it. The integrity of the community must remain in tact.

Mixing Bowl now has around 200,000 members and nearly 59,000 recipes. But the site has been folded into the Meredith site Better Recipes, which is designed for the best possible search-engine optimization. This was done “in order to grow more quickly and consolidate resources,” said Shott, a senior digital editor for food.

I couldn’t help but feel a little disappointed to hear that her online effort, which was so successful at building a community, couldn’t make it on its own. In print, the more niche a magazine gets — as long as it’s an underserved niche — the better its

chances of survival. Online, the site with the most eyeballs wins. It just reinforces something the magazine world has been slow to learn: Online models require new thinking when it comes to editorial-business relationships. For Mixing Bowl, it was SEO to the rescue.

Another panelist, Cindy Royal, an associate professor from Texas State University, said social networking results in “indirect benefits” not easily quantified. It serves new audiences — only a small percentage of print magazine readers also access the magazine on the Web. And magazine professionals are instituting all kinds of creative methods of getting their audience to click, like and buy stuff from their social-networking efforts. Shott shared a few examples of what *Better Homes & Gardens* and other magazines are doing:

- Glamour Facebook fans can win Starbucks gift cards.
- *New York* magazine’s Facebook fans get help sorting through weekly deals.
- Mixing Bowl’s fans can take a food-personality quiz.
- Twitter followers of many magazines get free tips, news and commentary.
- Magazine consumers who check in on Foursquare may get a coupon.
- *Better Homes & Gardens* lets its audience share “things you love” on Pinterest, a virtual pin-up board.

So here’s the new lesson I’ll be teaching: Simply creating an audience online isn’t a guarantee you’ll be able to launch a magazine and be successful on both fronts. While it is possible,



there is no easy-to-follow recipe. You need to be creative about new ways to engage audiences — both new and old, print and web, tablet and smartphone — with social media.

Even though Mixing Bowl couldn’t compete on the same level as existing social-networking powerhouses like Facebook, its model holds promise for magazine entrepreneurs with lower aspirations.

The magazine’s sell-through rate averaged 30 percent, which met the company’s expectations. The industry average is about 35 percent.

“The magazine did well,” Shott said, “and I think it can be very profitable to launch a magazine from a robust community.”

CALL FOR PAPERS, PRESENTATIONS, PANELS AND PARTICIPANTS

Who: AEJMC MIDWINTER CONFERENCE
When: March 2-3, 2012
Where: Gaylord College of Journalism & Mass Communication University of Oklahoma
Deadline: Noon, December 2, 2011
Notification: Mid-January 2012
Contact: Elanie Steyn, Conference Site Host (elanie@ou.edu).

This annual forum is for the presentation of research and debate in areas relevant to the 12 AEJMC groups (divisions, interest groups and commissions) sponsoring the event. The conference provides a platform for presentations and extended discussions in a relaxed setting.

For the fourth 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 submit any specific paper abstract to only 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.

Papers presented at the midwinter conference are also eligible for presentation at the AEJMC national convention in August. Authors are encouraged to use the midwinter conference as an opportunity to get feedback on their research to improve and finalize it for submission to the national conference.

Authors of accepted abstracts must submit complete papers (not exceeding 30 pages) to the discussant of their conference session at least two weeks before the midwinter conference.

At least one author of each accepted paper must register and attend the conference to present the paper. Failure to register by the deadline will result in authors' names and papers being removed from the program. NO onsite registration will be available.

Panel submissions: In addition, the organizers are also inviting panel proposals. These proposals should be sent to the midwinter chair of the particular division or 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 panel organizer(s) on the title page only. The title page should also include the author or lead author's (or organizer'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).

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>.

AEJMC 2012 Midwinter Chairs

Civic & Citizen Journalism Interest Gp
Burton St. John, Old Dominion University (BSaintJo@odu.edu)

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

Commission on the Status of Women
Camille Kraeplin, Southern Methodist University (kraeplin@mail.smu.edu)

Cultural and Critical Studies Division
Rebecca Kern, Manhattan College (rebecca.kern@manhattan.edu)

Entertainment Studies Interest Group
Mark Callister, Brigham Young University (mark_callister@byu.edu)

International Communication Division
Celeste Conzalez de Bustamante, University of Arizona (celesteg@email.arizona.edu)

Magazine Division
Ellen Gerl, Ohio University (gerl@ohio.edu)

Mass Communication & Society Div.
Lisa Paulin, North Carolina Central University (lpaulin@nccu.edu)

Media Management and Economics
Sue Alessandri, Suffolk University, (salesandri@suffolk.edu)

Minorities and Communication Div.
George Daniels, University of Alabama (gdaniels@ua.edu)

Religion and Media Interest Group
Michael Smith, Campbell University (smithm@campbell.edu)

Visual Communication Division
Byung Lee, Elon University (byunglee@elon.edu)

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MIDWINTER CONFERENCE

continued

Reviewers Requested:

Members interested in reviewing abstracts for the Midwinter Conference should contact Ellen Gerl. Reviewers would receive the abstracts the first week of December and be asked to return comments by the end of the month. Please consider helping the Magazine Division participate in the midwinter conference.

If interested, email to gerl@ohio.edu.

Pre-Conference Workshop

User-Friendly Multimedia

Storytelling: Using Flash Interactivity

When: March 2, 2012, 1 p.m. - 5 p.m.

Cost: \$30

Instructor: Byung Lee, Elon Univ.,
byunglee@elon.edu

Introduces beginning Flash users (no prior Flash knowledge required) to Flash interactivity as well as Flash multimedia. Participants will learn how to convert multimedia (text, graphics, audio and video) into Flash objects and how to make objects interact with each other through Flash Actionscript.

Interaction among Flash objects enables Flash users to produce nonlinear dynamic stories. Actionscript is hard to learn, so workshop participants will learn how to use templates to produce proper actionscript automatically (one example, <http://www.answerq.org/project/eventmodel.swf>) or how to write a few lines of code to import existing actionscript codes.

The workshop is limited to 12 on a first-come, first-served basis. Registration is payable with conference registration and interested participants should indicate their participation in the workshop on the conference registration form.

CALL FOR PAPERS, PRESENTATIONS, PANELS AND PARTICIPANTS

Who: SOUTHEAST COLLOQUIUM

When: March 8-10, 2012

Where: Department of Communication at Virginia Tech, Blacksburg, Virginia

Deadline: December 5, 2011, 5 p.m.

Notification: End of January 2012

Contact: Erin Coyle, 225-578-2098, ekcoyle@lsu.edu.

The AEJMC Magazine Division invites submissions of original research papers on any topic related to magazines for consideration for presentation at the 2012 Southeast Colloquium. All research methodologies are welcome.

Your paper must be no more than 30 double-spaced pages (with notes and references). Each paper should include an abstract of 250 or fewer words attached behind the title page. 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.

Please make sure the PDF copy of the paper submitted electronically does not indicate the names, affiliations, or other identifying information of authors. Each paper must be submitted as an email attachment sent to ekcoyle@lsu.edu. In the body of the email, please indicate whether each paper was written by a student or faculty member.

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.

For more information, please see the uniform paper call.

SEC Research Chairs:

Law & Policy Division

Courtney Barclay, Syracuse University, cobarcla@sy.edu

Newspaper Division

Jeffrey C. South, Virginia Commonwealth University, jcsouth@vcu.edu

Magazine Division

Erin Coyle, Louisiana State University, ekcoyle@lsu.edu

Open Division

Dana Rosengard, Suffolk University, drosengard@suffolk.edu

History Division

Harlan Makemson, Elon University, hmakemson@elon.edu

Electronic Division

David Free, University of Texas at Austin, dfree@austin.rr.com

CALL FOR PAPERS, PRESENTATIONS, PANELS AND PARTICIPANTS

Who: THE JOINT JOURNALISM AND COMMUNICATION HISTORY CONFERENCE
When: March 10, 2012
Where: John Jay College of Criminal Justice, City University of New York
Deadline: January 6, 2012
Notification: February 3, 2012
Contact: Kevin Lerner, kevin.lerner@marist.edu, or Elliot King, eking@loyola.edu

You are invited to submit a 500-600 word proposal for completed papers, research in progress, or panel discussions for presentation at the Joint Journalism and Communication History Conference — the American Journalism Historians Association and the AEJMC History Division joint spring meeting.

Innovative research and ideas from all areas of journalism and communication history and from all time periods are welcome. Scholars from all academic disciplines and stages of their academic careers are encouraged to participate. This conference offers participants the chance to explore new ideas, garner feedback on their work, and meet a broad range of colleagues interested in journalism and communication history in a welcoming environment.

Your proposal should include a brief abstract detailing your presentation topic as well as a compelling rationale why the research is of interest to an interdisciplinary community of scholars.

We are also looking for participants for our “Meet the Author” panel. If you published a book in the past year (2011) or have a book coming

out in the spring of 2012 and would like to spend a few minutes touting your book at the conference, please contact conference co-coordinator Kevin Lerner (kevin.lerner@marist.edu) with a brief blurb about your book.

This year, submissions will be processed through the Media History Exchange, an archive and social network funded by the National Endowment of the Humanities and administered by Elliot King (Loyola University Maryland), the long-time organizer of this conference.

To join the Media History Exchange (membership is free) go to <http://www.mediahistoryexchange.org> and request a membership. Once you have joined, follow the step-by-step instructions describing how to upload an abstract to a specific conference.

Upload all submissions to the Media History Exchange at <http://www.mediahistoryexchange.org/>.

If you are willing to serve as a submission reviewer or panel moderator, please contact Kevin Lerner at kevin.lerner@marist.edu or by phone at 917-570-5104.

Questions?

Contact conference co-coordinators Kevin Lerner (programming or submission questions, kevin.lerner@marist.edu)

Lisa Burns (logistical or travel questions, lisa.burns@quinnipiac.edu).

or visit JJCHC website at <http://journalismhistorians.org>

<http://www.jjay.cuny.edu>

2011-2012 Magazine Division Officers

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|--|---|
| <i>Head</i> | Rachel Davis Mersey, Northwestern University |
| <i>Immediate Past Head</i> | Lyn Lepre, Marist College |
| <i>Vice Head and Programming Chair</i> | Jacque Marino, Kent State University |
| <i>Research Chair</i> | Elizabeth Fakazis, University of Wisconsin-Stevens Point |
| <i>Teaching Chair</i> | Kevin Lerner, Marist College |
| <i>PF&R Chair</i> | Elizabeth Hendrickson, University of Tennessee-Knoxville |
| <i>Secretary</i> | Betsy Edgerton, Columbia College-Chicago |
| <i>Newsletter Editor</i> | Sheila Webb, Western Washington University |
| <i>Contest Co-Chair</i> | Carol Holstead, University of Kansas |
| <i>Contest Co-Chair</i> | Pamela Nettleton, Marquette University |
| <i>SE Colloquium Chair</i> | Erin Coyle, Louisiana State University |
| <i>Midwinter Chair</i> | Ellen Gerl, Ohio University |
| <i>Social Networking Chair</i> | Lori Blachford, Drake University |
| <i>Grad. Student Liaison</i> | Melita M. Garza, University of North Carolina-Chapel Hill |
| <i>Membership Chair</i> | Jeff Inman, Drake University |
| <i>Journal Editor & Webmaster</i> | Carol Schwalbe, University of Arizona |
| <i>Journal Assistant Editor</i> | Miglena Sternadori, University of South Dakota |
| <i>Journal Book Editor</i> | David Sumner, Ball State University |
| <i>Conference Fun-Day Chair</i> | Ted Spiker, University of Florida |

Notes David Sumner has agreed, after years of service to the division as journal editor, webmaster, and head, to assist as our journal's book editor.

Ted Spiker, head of the division in 2009-2010, is joining the ranks again to plan an optional – but certainly exciting – pre-conference activity. Details are forthcoming.

Visit our website

- <http://aejmcmagazine.arizona.edu>

Keep up on latest research and industry news

- <http://www.facebook.com/pages/AEJMC-Magazine-Division/120635031447>

Read/Submit to *Journal of Magazine & New Media Research*

- <http://aejmcmagazine.arizona.edu/journal.html>