

THE NEWSLETTER OF THE AEJMC MAGAZINE DIVISION

MAGAZINE MATTER

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Near Lombard Street

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Photo by
John Freeman,
Florida

Time for a Celebration

A Letter from Our Division Head

Before *Oprah*, *InStyle*, and even *People* -- before the onslaught of celebrity journalism, branding, or e-zines -- a small group of magazine educators banded together to form the Magazine Division, one of the original 10 divisions of the AEJMC.

The year was 1966. It was the year Look took home ASME's first National Magazine Award. Life could still claim to be one of the most influential magazines in America. John Johnson was at the helm of *Ebony*, William Shawn was editor of *The New Yorker*, and Henry Luce still guided the Time Inc. empire.

But change was afoot. In New York, Helen Gurley Brown had just become editor of a family magazine called *Cosmopolitan* and was proposing repositioning the book to serve young women. In Canada, a new magazine called *Toronto Life* had just hit the stands while, in California, 20-year-old Jann Wenner was hatching plans for a rock-and-roll magazine, *Rolling Stone*. In New York, the staff of *Sports Illustrated* had finally convinced the industry that a weekly sports magazine was no joke, and was gearing up to cover its first Super Bowl. On January 24, 1966, *Newsweek* devoted its cover to Truman Capote and his new non-fiction novel, *In Cold Blood*. Other magazine covers that year reflected the tumultuous era: *Saturday Evening Post* heralded the "Birth Control Revolution"; *Life* asked of Robert Kennedy, "Will he dare to run in '68?" and *Science & Mechanics* promised readers an exposé on "The 'Manned' Soviet Space Flights That Were Never Manned." *Time* celebrated youth "Twenty Five and Under" as the Man of the Year.

At the AEJMC, Dr. Karl Zeisler of the University of Michigan was named the first head of the Magazine Division. Today, the Magazine Division has 150 members from 39 states and provinces and six countries. Over the past 40 years, our members have helped to define, legitimize, and broaden the scope



of magazine research through their scholarship, leadership at international conferences, and, more recently, support of the Division's online refereed Journal of Magazine and New Media Research. The Division has also helped support education in magazine journalism through such programs as the annual student magazine contest and professional development tours to New York City magazines.

Vice Head Carol Schwalbe and I would love to see all of us celebrate the Magazine Division's 40th anniversary at the 2006 AEJMC Convention in San Francisco this August. But we need your help. We want your suggestions for the best ways to commemorate our anniversary at our annual members meeting and beyond.

This would complete an already terrific lineup of programming for the San Francisco convention, as Carol lays out in her article on page 5 of this newsletter. I'm especially excited about all the Bay Area professionals who plan to participate in our panels, including Sandy Close of the Pacific News Service and Daisy Hernandez, senior editor at *Colorlines* magazine. My deep thanks to Carol for her creative and tireless work putting together the program, and to all those who are working on what promise to be timely and provocative panels.

As our Division enters its next decade, are there new projects we should undertake? New areas we should explore? Please, let me know your thoughts.

And mark your calendars for August 2-5 and our best convention yet.

Yours,

Carol Fletcher, Hofstra
Carol.t.fletcher@hofstra.edu

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South by Southeast

From riverboats to acceptance rates, you've got to love the Southeast Colloquium

By David E. Sumner, Ball State

TUSCALOOSA—The weekend began Thursday evening with a two-hour dinner cruise down the Black Warrior River on the “Bama Belle” riverboat. The cruise was about 15 minutes late in starting because the keyboard player for the bluegrass band arrived in an “inebriated state,” and the two other band members had to convince him to leave. For the rest of the evening, however, the barbecue was delicious, the music was great, and the 31st Annual AEJMC Southeast Colloquium had begun.

David Abrahamson, his wife Barbara, Rachel Davis Mersey (one of his former students who is now a doctoral student at UNC-Chapel Hill), and I sat on the upper deck and laughed, ate, and reminisced. David and I had first met exactly 15 years ago at a March Magazine Division conference held at the University of Mississippi at Oxford, and hosted by Samir Husni. About 20 division members came to that mid-year meeting, which was then held independently from the Southeast Colloquium. The last time we tried to have a separate mid-year Magazine Division conference was in 1995 at Las Cruces, New Mexico, and only about five of us came. Therefore, we decided to combine the mid-year Magazine Conference with the Southeast Colloquium beginning in about 1998.

This meeting at the University of Alabama was the 10th Southeast Colloquium I have attended. I love them. They are always held during the first weekend in March, which is almost always the beginning of my spring break. By that time of year, I'm burned out and stressed out from job pressures and ready to head south for a taste of spring. The South has never disappointed me because the temperatures are always warmer and the dogwood trees are always blooming.

One great advantage of this mid-year competition is that you're permitted to “double dip” by presenting a paper here and then re-submitting it to the regular AEJMC competition for the August convention. This practice

is accepted protocol. The Southeast Colloquium has long been recognized as a good place to get your research papers “spruced up” with reviews and criticism before you submit it for the more intense competition later in the year.

Another admitted advantage of this conference is that the research competition is less intense—which enabled me to have two papers accepted. The acceptance rate averages around 75 percent each year. These are not the main reasons I come, however. It's simply fun. The schedule is less intense, the crowds are smaller, the food is better, and there's at least an afternoon or two available for sightseeing. I always bring my running clothes and get out to create my own four or five-mile tour of the surrounding areas. The University of Alabama is among the most beautiful I've seen with its consistent Georgian-style brick buildings. The campus sits on a bluff overlooking the Black Warrior River, which has paved bike paths and numerous picnic areas gracing its banks along the edge of Tuscaloosa and the campus.

Other Southeast Colloquium memories include a Saturday afternoon movie in Chapel Hill with Brian Thornton and Carol Holstead; a driving tour of the Thoroughbred farms around Lexington with David Abrahamson and Carol Holstead; presenting a Saturday afternoon paper to an audience of two in Gainesville; touring New Orleans' French Quarter; and chilly Saturday morning runs in Gulfport, Miss., and Little Rock.

The most memorable event of this conference was the keynote talk by Kenny Irby, the founder of the Poynter Institute's Visual Journalism Program. He presented a collection of photos and video footage by various photojournalists depicting the pain, suffering, devastation, and death resulting from Hurricane Katrina. In the group discussion, I mentioned how time, geography, and political finger-pointing in the media had separated me from these haunting facial expressions of pain and suffering amongst torrents of water. The memories and remnants of Katrina were very evident here six months

later and 200 miles north of the Gulf Coast. Some conference participants were Katrina survivors who told their stories.

This conference was hosted by Cully Clark, dean of the UA College of Communication and Information Sciences, and coordinated by Professor Wilson Lowrey and many assisting graduate students. We felt surrounded by an expressive Southern hospitality that was eager to meet your every need and desire. The many “ya'lls and drawls” made this native Florida cracker feel very much at home.

Thanks, Alabama, for the memories.

A HISTORY OF THE SOUTHEAST COLLOQUIUM

“The oldest and most successful regional journalism and mass communication meeting, the Southeast Colloquium has given hundreds of graduate students their first crack at presenting their scholarly research at an academic conference. It has allowed scores of professors and students to try out ideas and theories, many of which ultimately blossomed into articles, monographs and even books. It has provided teachers a much-needed break from the daily routine of lectures, labs and grading, coupled with the opportunity to hear thought provoking speakers and panel discussions. But perhaps most importantly it has given journalism and mass communication scholars the chance to meet and interact with colleagues from other schools in an informal, collegial atmosphere, the chance to form not only professional relationships but also lasting friendships.”

excerpted from the program booklet

Reality Check

By Ann Schierhorn, Kent State University

Six companies in northeast Ohio publish about 200 specialized business magazines worldwide and a comparable number of websites. While I was on sabbatical last spring, I visited with 20 editors at those companies to determine how well Kent graduates are prepared for careers in a rapidly changing profession. In general, they appreciate our students' reporting, writing and editing skills, experience in student media, work ethic, and experience in collaboration.

This reality check helped me to see where our curriculum is strong and where it needs strengthening. I offer a checklist below to my colleagues who are interested in tapping the specialized business media market. In the Cleveland area, these publications outnumber consumer magazines by about 50 to 1.

These companies are publishing print magazines, e-mail newsletters, websites, digital books (made from Quark or InDesign layouts, primarily for overseas markets), and custom books. They also produce special events, such as awards presentations, web seminars, and trade shows.

Print magazines are still the mainstay – the brand – of these companies. Editors and publishers are throwing all these other ideas up against the wall to see which ones stick. They'll go with the ideas that enhance profits; others will be tossed aside. Although we sometimes treat these digital forms as a distinct kind of journalism, the editors are more likely to view them as ancillary products with different revenue streams and different delivery systems. The delivery systems that advertisers prefer will be the ones that prevail.

What the editors say JMC students need:

An understanding of the industry: Editors want new hires to understand how magazines are differentiated by audience. For example, the audience for Food Management is different from that for Restaurant Hospitality, both published by Penton Media. They also want students to understand the business side of magazines because editors participate in developing new products and have to prove profitability. Because these magazines are mostly supported

How well are we preparing students to work in specialized business media?

TEACHING TIPS

by advertising and are usually free to qualified subscribers, the advertising/editorial relationship may be a closer one than it is on newspapers. Editors want students to be aware that the relationship can vary from magazine to magazine within a company and be prepared to confront ethical issues so that editorial copy retains credibility.

Strong reporting skills: Many editors start their workdays with coffee and Lexis-Nexis, searching for news on their beats. They want students to be able to see trends and to come up with story ideas. Once they have those ideas, students need to be able to develop stories and interview in depth. One editor urged students to think critically enough to pick apart the spin.

Editors expect students to use the Internet as a resource, but they want them to be able to use it efficiently. "Know when to open a phone book instead," one editor said.

Because students are so comfortable using the Web, editors want them to be reminded that they expect traditional reporting practices: Interview in person whenever possible. Use an e-mail interview only as a last resort. Do not quote a website. (Those quotes will be killed.) Do not print a press release as a story. Do not rewrite a story from another publication; do your own reporting.

Strong writing skills: Specialized business editors want students to be able to write for a tightly defined audience and to write with flair for a business publication, whose readers want to be educated and entertained. They also want students to be able to write using different story structures. That could be a segmented story of 1,500 words, a 1,000-word feature, a web story of less than 500 words, an e-mail newsletter and a professional blog (often as a daily journal from a trade show).

One editor described reporting a news story and then writing it for the Web, for an e-mail newsletter and as a sidebar for cover story of the magazine. That magazine cover story might be received on paper or in PDF format.

Strong editing skills: Editors want students who copy edit with high standards, can write a compelling headline and who can fact check. Typically, interns and new hires will both write and edit at specialized business publications. Although some students who intern at a consumer magazine will spend the summer fact checking, that's unlikely at a business magazine.

Design skills and software for print and online: Editors want students to be aware of design as integral to what they do and determined by the mission of the magazine. They value desktop publishing skills using Quark or InDesign. Quark is still more common at the larger companies. Smaller ones were switching to InDesign. Editors expect interns to be familiar with the programs because they may have to make changes in a layout.

They also encourage students to learn Dreamweaver or another web design program so that they can easily post their work online. But many of the companies outsource the construction and maintenance of their websites to other companies or individual freelancers.

Interpersonal skills: Wherever we can build these skills into our courses, it will help students adjust to the business world. They need to be able to speak to a group, to share ideas in a meeting, work in a team and be flexible – know when to stand up for their ideas and when to compromise.

Self-direction: Editors say the most successful interns and new hires are self-starters, are willing to pitch story ideas and know how to set goals for themselves and get mentoring.

Time management: New employees will be juggling daily, weekly and monthly deadlines on the same day. They will need to report and write quickly.

Overall, in an industry that has faced financial pressures since Sept. 11 and technological change, some editors have difficulty predicting what their jobs will be like in five years. Some are anxious and frenetic, and I have seen faculty convey that to their students. The students would be better served if we stressed the value of competency, curiosity, and adaptability. I hope this checklist will help others.

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MAGnificent! The Division Program

By Carol Schwalbe, Arizona State

"Praise the Lord!" On a drizzly Sunday morning in early December, the Religion & Media Interest Group made the first bid for a convention slot in the opening round of the AEJMC chip auction. The heads and vice heads of all the divisions and interest groups had gathered in Savannah to negotiate for programming slots for this summer's convention in San Francisco.

Although I'd heard tales of arm-twisting and marathon negotiation sessions, this strange annual ritual was less stressful than I'd anticipated. But it did resurrect negotiating strategies I hadn't used since running for vice president of my high school class.

The process began not long after San Antonio, when we solicited panel ideas from Magazine Division members. We received so many excellent ideas that we couldn't squeeze them all in. If your proposal wasn't selected this time, please submit it for next year's convention.

In early November I sorted through more than 200 proposals from the 17 AEJMC division and 10 interest groups, then contacted the groups that might be interested in co-sponsoring panels. The trick is to make some alliances beforehand but to leave enough flexibility for last-minute opportunities.

By the time I arrived in Savannah, I had several commitments and a few possibilities. "If Ethics sponsors one of our panels, then we can co-sponsor your Product Placement panel." "Can we get three other divisions to go in with us on a mini-plenary?" And on we negotiated into the night (well, until about 9:30) over hot cider and cheesecake.

The bizarre ritual reached fever pitch at 8 the next morning as division head Carol Fletcher and I joined the other heads and vice heads seated around a huge, horseshoe-shaped table in the hotel ballroom. Each division started with seven chips, each interest group with three and a half chips. A panel sponsored solely by the division cost a whole chip, but a co-sponsored panel or a research session cost only half a chip.

After each bid, the bidder tried to chuck a chip into a giant punch bowl in the middle of the horseshoe-shaped table. A few Frisbee experts almost sailed their chips into the bowl.



In Chinatown

Photo by John Freeman, Florida

Some groups scheduled their research sessions in the prime spots, while others saved those for teaching and PF&R panels. Midday Thursday and Friday filled first, followed by Wednesday. After a few rounds, only the 8:15 a.m. and Saturday slots were left.

We finished the chip auction in three hours and 20 minutes, pleased with the results. We hope you are too.

Tuesday, August 1, 5:30-11 p.m.

This Is Not a Pipe: Navigating the Treachery of Visual Editing for Verbal Types. Pre-convention workshop co-sponsored by the Visual Communication and Magazine Divisions. Organized by Jean Kelly (Otterbein), this panel will examine how magazine, newspaper, and online editors can anticipate the myriad ways an audience might interpret particular arrangements of text, headlines, colors, adja-

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cent pictures, graphics, and multimedia. That is, how can verbal types effectively evaluate, judge, and manage both intentional, and sometimes unintentional, synergies between text and visuals?

Wednesday, August 2, 8:15–9:45 a.m. Broadening the Promotion & Tenure Path: Valuing Professional Accomplishments and International Engagement in Journalism and Mass Communication Programs. Teaching panel co-sponsored by the Magazine and Visual Communication Divisions. Are journalism and mass communication programs revising their promotion and tenure rules to treat professional creative and international accomplishments as equal in value to traditional academic research published in peer-reviewed journals and books? How have some programs made such decisions and implemented them?

Wednesday, August 2, 10–11:30 a.m. Redefining Writing: Emerging New Models of Journalistic Practice. PF&R panel co-sponsored by the Magazine and Mass Communication & Society Divisions. Moderated by Dane Claussen (Point Park), this panel will examine the ways in which writing is being transformed. Topics will include exploration of new and/or combined forms, the aspects of these emerging genres that mirror similar forms from the past, and new kinds of stories for new kinds of audiences that privilege these new approaches.

Wednesday, August 2, 3:15–4:45 p.m. Other Voices, Other Newsrooms: Ethnic, Alternative, Urban, and Community Media. Mini-plenary co-sponsored by the Magazine Division and three interest groups (Community Journalism, Religion & Media, and Gay-Lesbian-Bisexual-Transgender). Ethnic, alternative, and community media are among the few growth sectors in the news industry. This panel will explore how these news outlets connect with their audience and create or reinforce community. What can mainstream media learn from them?

Wednesday, August 2, 5–6:30 p.m. Ferreting Out Plagiarists and Fabricators. Magazine Division teaching panel. Panelists will discuss techniques they use to root out cheaters, as well as ways to prevent these problems by educating students about academic integrity, different types of plagiarism, the differences between acceptable and unacceptable paraphrasing, strategies for avoiding plagiarism, and different ethical standards in other countries.



This couple poses for tips at Fisherman's Wharf.

Photo by John Freeman, Florida

Thursday, August 3, 8:15–9:45 a.m. The Getting of Wisdom: What I've Learned, What I've Unlearned. Teaching panel co-sponsored by the Magazine and History Divisions. David Abrahamson (Northwestern) will lead panelists in a discussion about insights gleaned during their careers. How have they made both journalism and journalism education more useful? More inspiring? More accountable? More responsible? More transparent? What are the implications for the future of both journalism and journalism education?

Thursday, August 3, 11:45 a.m.–1:15 p.m. Product Placement: Good or Evil? PF&R panel co-sponsored by the Magazine, Advertising, and Media Ethics Divisions. Barbara Reed (Rutgers) is assembling a group of panelists who will delve into Madison Avenue's attempt to circumvent consumer avoidance of advertising messages by forcing ads into places you might not otherwise want to see them. How has product placement influenced even those supposedly sacrosanct print outlets such as newspapers and magazines, where paid placements are the fastest growing segment of the business? What impact will such practices have on society? Are Americans catching onto product placement? What value does product placement add to a brand's impact?

Thursday, August 3, 1:30–3 p.m. Magazine Research Session. Up to seven of our finest research papers will be presented in a scholar-to-scholar session.

Thursday, August 3, 6:45–8:15 p.m. Magazine Members Meeting. Members, please come, and invite prospective members to join you. Carol Holstead (Kansas) will present the Magazine Division Student Contest awards.

Thursday, August 3, 8:30–10 p.m. Magazine Executive Meeting. Officers will discuss division business.

Friday, August 4, 8:15–9:45 a.m. Invited Research Panel. Check the program for the topic of this special research panel organized by Joe Bernt (Ohio).

Friday, August 4, 3:15–4:45 p.m. Hot Topic. PF&R panel co-sponsored by the Magazine Division and Small Programs Interest Group. We don't know yet what this late-breaking session will cover, so be sure to check the convention program. Last year it was the White House correspondents, one of the most popular sessions in San Antonio.

Friday, August 4, 5–6:30 p.m. Publishing a Student Magazine: Getting It Started, Keeping It Going. Teaching panel co-sponsored by the Magazine and Visual Communication Divisions. Organized by Lyn Lepre (Tennessee) and Sheila Webb (Marquette), this panel will look at the how-to's, things to avoid, funding, continuity, different models, the adviser's role, and other issues about student magazines.

Saturday, August 5, 8:15–9:45 a.m. Why Journalism Programs Need to Teach Narrative Journalism and How to Teach It. Teaching panel co-sponsored by the Magazine and Cultural & Critical Studies Division. Angela Renkoski (Drake) will help put together a panel on how to emphasize this uniquely American literary form in the classroom. Panelists include Jack Hart, managing editor of *The Oregonian*; Russ Rymer, managing editor of *Mother Jones*; Roy Peter Clark, senior scholar at The Poynter Institute; and Mark Kramer, director of The Nieman Program on Narrative Journalism at Harvard.

Saturday, August 5, 10–11:30 a.m. Magazine Research Panel. Four of our finest research papers, selected by blind peer review.

Saturday, August 5, 1:30–3 p.m. Magazine Research Panel. The final four top research papers submitted to our division.

What Are You Gonna Do?

*Tips for seeing
San Francisco*

by Scott Fosdick, San Jose State

A year ago, your best guide to San Francisco would have been the magazine by the same name. But last fall the Modern Luxury outfit took over and transformed another fine city magazine into eye candy for the idle rich. This was once a model of monthly arts coverage; a few years back it featured such critics as poet Dana Gioia, before he became Chairman of the National Endowment for the Arts. Now it publishes nothing of any substance on the arts. So when you arrive this August for our annual convention, you'll be better off grabbing the *San Francisco Bay Guardian* (or reading ahead online: www.sfbg.com/). If you like the radical editorial slant of this local institution but feel the "adult" ads objectify women, you can always turn to *Bitch* (www.bitchmagazine.com/), a feminist magazine with a sense of humor, still going strong after 10 years of publication.

Those who like to plan ahead might want to pick up a travel guide. Lonely Planet makes a good one, portable yet full of maps. It will tell you that Fisherman's Wharf is a tourist trap (it is) and give you the lowdown on the city's permanent features. What follows is information gleaned from our local mom and pop operation, Google, trying to hit the cultural highlights with an eye toward what will be happening this August.

First the bad news: San Francisco is a wonderland of performing arts attractions, but our leading companies take August off. The San Francisco Symphony, conducted by Michael Tilson Thomas, finishes in June and doesn't start up again until September. The San Francisco Opera will be dark as well.

Right now, there also is nothing scheduled for the Yerba Buena Center for the Arts, which is within a block of the convention hotel. This is an unusual venue, in that it hosts big-name out-of-town powerhouses like the Kronos Quartet and the Paul Taylor Dance Company (my favorite in all the world). It also welcomes smaller



The Conservatory of Flowers in Golden Gate Park

local efforts. Yerba Buena has two galleries that should be open, and a film/video series. For more info, try www.ybca.org/b_ybca.html.

The good news is that the city itself is lovely, and has a number of parks and museums that remain open all year. You can spend the better part of a day wandering Golden Gate Park, stopping in at the newly renovated De Young art museum and the Conservatory of Flowers. Attractions like these--as well as Nob Hill, Union Square, Chinatown, Japantown, the Haight, the Embarcadero, the Castro, North Beach--are well covered in the guide books and official city Web sites (such as sfgov.org).

The news is slightly better for sports fans. The Giants will be playing home stands against Washington and Colorado. But the Oakland Athletics won't return from its road trip until August 7, when it will begin a series with Texas.

Speaking of Oakland, that's the place to go for the sweetest jazz joint in the Bay area. Yoshi's dishes up sushi, liquor and top jazz combos (from Oscar Peterson to Pat Metheny) in a wonderfully intimate club setting--small tables all pretty close to the stage. The August schedule isn't filled in yet, but there will be jazz; this club never sleeps. Pick up a BART train two blocks west of the hotel and take it to Oakland's 12th Street station; you'll need to take a cab or bus from there to Jack London Square. Reservations recommend: www.yoshis.com/.

Now that you've left the city proper, you'll be tempted to wander farther. Beware: California is huge. Visitors tend to think you can raft a river, hike Yosemite, surf in Santa Cruz and see San Francisco all in a few days. You can. I recently hauled a bunch of visiting teens around to all those spots in a rented Trail Blazer, but it nearly did me in.

Still, a trip outside the city is worth considering. First of all, San Francisco can be foggy and chilly in August (bring a fleece jacket). If you want some California sun, you might want to schedule a wine tour in Napa Valley to the north or head south to Monterey and its aquarium. (A good guide to Napa appeared in the *New York Times* travel section Sunday, September 18, 2005. The Monterey Bay Aquarium's Web site is: www.mbayaq.org.) Both are a few hours drive. Yosemite is four hours, and crowded in August; make lodging reservations now.

Something else you'll need a reservation for is Alcatraz. Blue and Gold Fleet Ferries: www.blueandgoldfleet.com. (One-way trips no longer available.)

Those poor schmucks whose schedule of panels and meetings won't allow more than a couple free hours needn't go far: The Yerba Buena complex, surrounding gardens, and the San Francisco Museum of Modern Art (noted for its collection of American abstract expressionism) offer a strong dose of peace and beauty to soothe the frazzled conventioner. Just remember to take off your nametag and put some flowers in your hair.



the **W**hole World mourns

The author comes face to face with death in an African orphanage

**BY JOANNA MAYHEW
BOSTON UNIVERSITY**

I gritted my teeth and tried to ignore the smell as I removed the soiled diaper. The odor was so overpowering it dominated the large cement living room of the orphanage. This job was pushing my limit. At home, I would at least have the clean comfort of disposable Luvs diapers and wet wipes. Not in Africa. Cloth diapers for the babies and panties for the toddlers—both washed by hand. During the day, most would go without either, leaving their presents on the floor.

continued next page

This story was part of a three-part story called "The Face of AIDS in Africa," which was a winner in the 2005 AEJMC Student Magazine Contest and is featured in the book *Captured Lightning* (see page 11).

Though a Canadian runs the orphanage, Margaret Bevington, who has been there since 1957, she wisely keeps it a little “Africanized.” If the children get used to complete cleanliness and are then taken in by a bush family, they will no longer have resistance against diseases easily picked up on the dirt floors.

I was changing Boni, the youngest baby in the orphanage, before laying him down for a nap. He was lucky he was so darn cute—milk chocolate complexion, toothless smile, pudgy arms and legs, and a little Afro on top. If not, he might have gone out the window along with his stinky diaper.

I spent about 10 minutes trying to decipher how to get the new diaper on—the material, safety pins, and nylon lining much too large and awkward for his little bottom. After deciding that it wouldn’t completely slide off, I carried him over to throw his old diaper into the designated bucket, dreading dealing with it later.

I picked up a few toys and put them back on my way to Boni’s bed. By the time we reached it, I regrettably discovered that he was wet again. I headed back to the “changing area”—namely whatever free chair I could find. No sooner had I gotten the next diaper clipped on than Boni went to the toilet again. Three diapers in less than three minutes. Unbelievable. Definitely just to test my patience. I shook my head at Boni, and he responded with his usual laugh—mouth fully open and sounds coming out, but no movement. I couldn’t help but laugh at the adorable way he mocked my situation.

When I finally laid him down in his small rickety wood crib—dry for the time being—I heard a line I had heard numerous times over the past couple months. “Make sure you peg the mosquito net down tight. Cover all the corners.” Margaret was completely overprotective of Boni. He had separate diapers, towels, blankets, milk, water, and food from the rest of the children. She had a hard time letting me do anything for him; she wanted to be sure everything was done her way.

I couldn’t blame her, though. Boni had been premature—born seven months into his mother’s pregnancy. She hadn’t made it through the delivery, so Boni had been dropped off by the family at the orphanage. He had been on the verge of death when he arrived at Margaret’s door—just skin and

bones. She had spent weeks feeding him through an eyedropper around the clock.

He had now been at the orphanage for six months and had made outstanding progress. He had rounded out and was now a completely healthy and cheerful baby. He also seemed to be Margaret’s favorite, but she would never admit to it.

When I arrived at Margaret’s the next week, after fighting my way through her petting zoo of 8 goats and 12 chickens outside, I was shocked to find Boni gone. As I heated water for morning baths, I asked Margaret where he had gone. She seemed busy moving things around the kitchen crowded with baby bottles and laundry and said, “Oh, yes, Boni’s gone.” For the second time, I asked where. “Oh, his family came and took him.”

“They did?” I said, surprised. I hadn’t heard any news of this beforehand. “Was that expected?”

“No.” Margaret didn’t seem to want to talk.

As I watched the kettle boil, I was suddenly filled with sadness. I realized that in my short time in the orphanage, Boni had managed to worm his way to the center of my heart. I was happy that he was home, but upset that I hadn’t been able to say goodbye. I also knew that nowhere else in the world could offer love and care like Margaret could.

I thought of Margaret, who had saved his life and been a mother to him since birth. “How do you do that?” I asked, amazed by her. “How do you raise them and then just let them go?” Margaret, always unaffected and tough after 46 years of doing this, replied with “You just do. You have to.”

“But how do you keep them without becoming attached?” Margaret gave the first half-smile of the morning, revealing the deep wrinkles surrounding her glistening brown eyes, as she responded, “Well, that’s impossible.”

Still seemingly distracted, she left the room and me with my thoughts. I couldn’t imagine having her life. The job of raising these children would be hard enough in itself, but to then have to entrust them to a new family or back to their own family...I would never last in her profession.

One week later, I returned home after another morning of dodging urine puddles, serving bouille, and playing peek-a-boo with the kids. I paid my motorbike-taxi driver,

the whole world mourns

thankful to just be alive after the way he had torn through the city. I was preparing a salad as Mary, my co-worker and next-door neighbor, stopped in to say hello.

She kindly asked me how the kids were and how my morning had gone. I sadly told her it was much quieter—I had said goodbye to another baby, Waru, who had been picked up by his new family.

“Did Margaret ever tell you the truth about the little one?” she asked, hesitatingly.

“What do you mean? Who? Boni?” I asked, confused. At an affirmative nod, I fumbled with words. “Well, yeah, she told me his family came to get him...” I trailed off as I saw her look down and away. I suddenly felt dread clutch my chest. “No way,” I shook my head emphatically. “Don’t tell me...don’t tell me...he died?” My pleading was to no avail; she nodded affirmatively.

“I’m sorry, Joanna. He died a week and a half ago. I thought she must have told you by now.”

My heart seemed to stop at the words ringing in my ears. I looked down as my eyes filled with tears, blurring the tomatoes I was chopping into a wavy sea of red. It couldn’t be true; I must have heard wrong.

“But how?” My voice cracked at the words. I wasn’t sure if I wanted to hear anything, but it was worse not knowing. “Why didn’t she tell me?”

“She knew how attached you already were to him. She thought it would be too much for you...” She spoke cautiously, as if tiptoeing on thin ice. “I’m sorry to just throw that on you. But I thought you needed to know the truth...”

Anything else she said flew past me. As she turned to go, I wearily thanked her for telling me, that it was better I knew.

I sat through lunch like a zombie, then sat through work useless. My mind was consumed with little Boni. And with questions. How did he die? Why? Had he been sick for a long time?

Whether Margaret had wanted me to know or not, now I did. I needed to see her.

When I reached the small blue-framed house, I found her parked outside in her rusty red 1970s station wagon. She had loaded up all the kids in the back and was headed for the market. At 71 years old, she was still too independent to let anyone else do her shop-

ping for her. She invited me into the front seat and poured herself some water out of an old dust-covered Coke bottle.

Surprised to see me, she bluntly asked why I had come. Margaret wastes no time. Not knowing how to bring the painful subject up, I explained to her that I was going to be away that coming weekend and wouldn’t be able to make it that Friday to help.

“You didn’t have to come all this way to tell me that. You could have just called.”

Right. Good point. With no way out, I launched.

“Well, actually, I, uh, wanted to talk to you about something,” I said slowly, knowing I was on the verge of tears for the 50th time that day. She gave me a nudging ‘get on with it’ look.

“I know about Boni. Mary told me. And, I just, uh, I just wanted you to know that I know.” I let my elegant statement rest at that.

Margaret let out a long sigh. “Poor Boni.”

With those two words, she promptly turned her head to look outside the window. She did her best to hide from everyone, but I could see her cheeks start to wobble. Soon tears found their way down to her chin. I was completely taken back. The toughest lady I have ever met was now broken before me.

My heavy heart went out to her. “I wish you would have told me. I understand you had good intentions, but I wouldn’t be in Benin if I wanted to protect myself from this type of...”

“It’s too hard,” she said, interrupting and trying unsuccessfully to gain composure. “When little babies die like that, it’s too hard for me to talk about it.” Suddenly it made sense. It wasn’t for my sake that she withheld the news of Boni’s death; it was for hers. She couldn’t bring herself to speak the heartrending words. “And his family did come for him,” she said, trying to justify herself, “They came for the body.”

I asked how it happened, knowing it was hard for her but also knowing I needed answers.

“Had he been sick?” I asked, trying to start somewhere.

“No,” she said, frustrated, “He wasn’t sick at all.” She painfully recounted what had happened, interrupted periodically by kids in the back asking irrelevant questions, tugging at her silvery hair, or reaching for water.

Boni hadn't had any signs of sickness. "Perfectly healthy." Ten days ago she had put him down for a nap, but he had carried on crying. She had picked him up just in time to see his eyes roll back and his body flop unconscious. She had tried to take him to the dispensary, but her unreliable Renault 4 had a flat tire. She had quickly begged a neighbor to take them. But, after arriving at the nearest government dispensary, they had been told that nothing could be done for Boni.

I interrupted. "What do you mean, nothing could be done?" I asked incredulously.

Well, for some unknown reason, the dispensary did not have any medicine that day. I asked if this happened regularly and was told it does.

So the nurses had sent the dying baby on his way. Margaret had then rushed him to the next-closest dispensary. Before anyone there was available to see them, Boni was gone.

Margaret had no more to say. She looked drained. She had probably played those few hours over and over in her mind. I wiped away the tears that had been pouring quietly down my cheeks. She offered to drive me back. We rode in silence. I flatly thanked her at the end of the short trip and told her I'd see her the following week.

For the next few days, I felt as if my life had been thrown into a tailspin. I couldn't stop crying; I couldn't think of anything but poor Boni. It wasn't fair that his life was cut drastically short. He had been saved at birth; now for what purpose?

I was overwhelmed with an amount of sorrow I have never felt before. My chest seemed to carry one hundred tons of weight on it. I was heartbroken over Boni, but somehow I sensed it was bigger than him. I was crushed by the fact that this occurrence is so common here. Life is a gift quickly taken away from many in Benin. Children often die before the age of two for simple reasons—cold, flu, dehydration. It was as if I could suddenly feel all the suffering surrounding me. And I didn't know how to carry that load. I felt lost.

I spent time praying to and questioning God. Suffering in the world is one of the

hardest things to comprehend. Why are innocent babies dying when all that would save them is a simple antibiotic?

I felt as if God were saying, "I'm letting you hear my heartbeat." He had a purpose for Boni's life, and He too is heartbroken by the tragic shortening of his time on earth. He was allowing me, just for a time, to weep with Him—to feel His pain. I was struck by the verse, "Sorrow not as those without hope." (I Thess. 4:13). It didn't say not to sorrow; mourning was necessary. But because I knew that God's love outweighs all the confusion, there was still hope in the deepest, darkest place of sadness.

Sages used to say that when one life is saved, the whole world rejoices. When one life is lost, the whole world mourns. They said this to illustrate that groups of people don't die—individuals do. And each one counts.

The infant mortality rate is almost 10 percent. But that didn't matter. Boni was not a statistic; he was a life. And he was dead. To me, his death represented every death.

The heaviness did not last forever; I slowly found my smile again. But something has changed within me. No longer will I be able to hear of poverty-stricken people dying without pausing...and remembering. The whole world mourns. No matter who it was—regardless of race, religion, age, or status—the world is not the same without that person.

The following Friday, I sat feeding one of the toddlers on the orphanage's cold, gray floor. Sabi, about 17 months old, had been abandoned by his family for superstitious reasons. As I tried unsuccessfully to get him to eat rather than throw the chopped-up spaghetti, he reached his stick-like arms out toward me with a single word—"mama."

I realized I didn't understand Boni's death, and never would. But I knew one thing. Sabi and the others were still alive—and needed love.

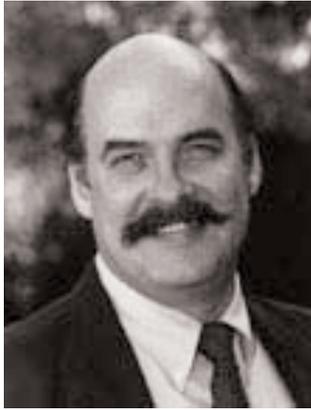
I reached toward Sabi's outstretched arms and, as I picked him up out of a heap of stray noodles, hugged him close—wet bottom and all.

the whole world mourns

Abrahamson recognized for excellence in teaching

David Abrahamson was recently awarded the Charles Deering McCormick Professor of Teaching Excellence. Abrahamson joined Northwestern's Medill School of Journalism faculty in 1994; he is the Director of the Center for the Writing Arts. Abrahamson teaches writing, editing, and magazine publishing.

His students describe his teaching style as "riveting," and note that "he honestly believes that every student who sits down in his class is a budding literary superstar." Abrahamson's dramatic influence on developing writers can be heard in student comments, such as "Professor Abrahamson demanded total commitment and hard work from his students, and his exciting lectures, familiar style and bubbling enthusiasm made giving any less close to impossible." Connected with the top levels of his field, Abrahamson balances his professionalism with an unabashed commitment to student learning and



research. During his acceptance speech, Abrahamson told the audience, "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."

40!

The Magazine Division celebrates its 40th anniversary in 2006. The Fall 2006 Magazine Matter newsletter will largely be dedicated to the anniversary. If you'd like to help with developing content about the history of the division, please contact newsletter editor Ted Spiker at tspiker@jou.ufl.edu.

Lightning Strikes

The winners from the 2005 Association for Education in Journalism and Mass Communication Student Magazine Contest, which is sponsored by the Magazine Division, are excellent representatives of the future of journalism: They are diverse, intelligent, and talented journalists. *Captured Lightning* is an anthology documenting their excellence; it serves as an example of the upcoming talent that is in store for the world of news media. We solicited manuscripts from all 2005 magazine division winners, and the final publication boasts a wide variety of topics, ranging from AIDS in Africa to drag queens in Missouri. Working out of Apprentice House, the student-run, non-profit publishing house overseen by the Communication Department of Loyola College in Maryland, it was a pleasure to work with our peers to produce what truly is an example of the high-quality level of work that can be achieved when students work together.

Captured Lightning is the first of what we hope will be an annual anthology produced by Apprentice House. Ideally, we envision it in classrooms across the country as a model of what communication students should strive for in their journalistic endeavors. We believe that students who learn from their peers share an incomparable and invaluable experience that will help them to grow as student writers. With its diverse range of topics and writing styles, *Captured Lightning* offers students numerous representations of where they can be in their own writing. Without the AEJMC student contest, we would be unable to identify the most talented student writers in the country. According to its website, AEJMC "exists to promote the highest possible standards for education in journalism and mass communication... and to defend and maintain freedom of expression in day-to-day living." In short, AEJMC sets the standard for excellence among journalistic circles. Judges for the 2005 contest ranged from a senior editor of the *National Geographic Traveler* to a senior editor at *Glamour* magazine. Clearly, with judges of such high caliber, the students included in *Captured Lightning* represent the best communication departments across the country have to offer. From our end, publishing this work was an exciting challenge. In its second year, Apprentice House demands that its students be responsible for manuscript selection, editing, author contact, permissions, pricing, production, design, marketing, and publicity. An imprint of Resonant Publishing, headed by Dr. Kevin Atticks of Loyola College in Maryland's Department of Communication, Apprentice House student-employees learn experientially in a legitimate business atmosphere. To our knowledge, it is the only program of its kind in the country. The experience of publishing *Captured Lightning* was especially fulfilling for us, two college seniors. It was a unique adventure. We would like to thank the students who submitted their works to the text. --Ann deG. Marshall and Alison J. Wright

Thanks to division members at Loyola College, Andrew Ciofalo and Kevin Atticks, a collection of last year's award-winning student articles is available in paperback from www.ApprenticeHouse.com. Apprentice House Press is the student-run book publishing company situated as an experiential learning project in Loyola's book publishing curriculum. AHP intends to publish the winners annually as long as division members support the activity. Prof. Ciofalo urges all faculty submitting student work to retain a digital copy that can be provided to the book editors next fall.

Need Another Deadline? Mark May 8

by Carol Holstead, Kansas

This year's Student Magazine Contest will feature 12 categories. Last year we separated People and Places into two categories, one for People, for stories and profiles about people, and one for Places, for travel stories and profiles of places such as businesses.

Editors and publishers from consumer and business-to-business magazines will judge the contest. Last year's judges worked for such magazines as *InStyle*, *Glamour*, *Shape*, *National Geographic Traveler*, *People*, *Time*, *Crain's Business Insurance*, and *Primedia Business Magazines and Media*. Categories

include those for consumer magazine articles, business-to-business magazine articles, print and online magazines, and magazine startups.

Entries for this year's contest must be mailed to arrive at the contest headquarters by Monday, May 8. The call for entries and entry form are available on the Magazine Division Web site at <http://aejmc magazine.bsu.edu/>. There is a \$10 per entry fee and a limit of five entries per category, except in the Single Issue of an Ongoing Print Magazine. The category has three sub-categories: Design, Editorial, and General Excellence. You may enter only one issue of

each magazine your program produces in each of those categories. You may enter different issues in each category. For example, here at the University of Kansas, my students produce a weekly magazine, *Jayplay*. We can enter one week's issue in Design, another week's issue in Editorial, and still another in General Excellence. If we did another title, we could enter that one, too.

Please read all the rules carefully.

If you have questions, write Carol Holstead, the contest coordinator:

holstead@ku.edu

Scholarship Opportunity

Applications are now being accepted for the 2006 Barrow Minority Doctoral Student Scholarship. The scholarship includes a \$1,400 award and a free one-year membership in the Communication Theory and Methodology Division (CT&M) of the Association for Education in Journalism and Mass Communication (AEJMC). The scholarship honors Professor Lionel C. Barrow, Jr., of Howard University in recognition of his pioneering efforts in support of minority education in journalism and mass communication. Minority students (U.S. citizens or permanent residents) enrolled in a Ph.D. program in journalism and/or mass communication are encouraged to apply. Applicants need not be members of AEJMC or the CT&M Division, nor does their work need to address issues of race. Applications will be judged on the promise the candidate's work shows for making a significant contribution to communication theory and methodology. To be considered for this scholarship, please send:

- a curriculum vitae
- a letter outlining research interests and career plans
- and two letters of recommendation to:

Edward Horowitz
Assistant Professor
School of Communication
Cleveland State University
2121 Euclid Avenue, MU 239
Cleveland, OH 44115-2214

Questions may be addressed to Prof. Horowitz at e.horowitz1@csuohio.edu.

Submissions must be postmarked no later than June 1, 2006.

Claussen appointed journal editor

Dr. Dane S. Claussen of Point Park University has been appointed the next editor of *Journalism & Mass Communication Educator*, a quarterly scholarly journal published by the Association for Education in Journalism and Mass Communication.

Dr. Claussen, Associate Professor and Director of Graduate Programs, Department of Journalism and Mass Communication, and also Faculty Development Coordinator at Point Park University, will begin phasing into the editorship in January 2006 and take full responsibility for the journal in the spring. The first issue officially under his editorship will be the Summer 2006 issue.

Dr. Claussen has been a member of the *Journalism & Mass Communication Educator's* Editorial Board since July 2003 and has been a manuscripts reviewer for it since October 2000. He also has written book reviews for the journal.

In the editorship, Claussen succeeds Dr. Jeremy Cohen, Assistant Vice President and Senior Associate Dean for Undergraduate Education at Pennsylvania State University, who has held the position since 2001.

Dr. Claussen is the author or editor of four interdisciplinary, scholarly books and cur-

rently is writing three other books. He has written scores of journal articles, national conference papers, book chapters, scholarly book reviews, and encyclopedia entries. In addition to *Journalism & Mass Communication Educator*, Dr. Claussen is a member of the editorial boards of four other scholarly journals: *Mass Communication & Society*; *Newspaper Research Journal*; *Journalism History*; and *Journal of Media and Religion*. He also reviews manuscripts for numerous other scholarly journals, including *Journalism & Mass Communication Quarterly*; *American Journalism*; *Media History Monographs*; *Journal of Communication Inquiry*; *Journal of Media Economics*; *Religious Research Review*; *Men and Masculinities*; and *Journal of Men's Studies*.

Dr. Claussen is Head/Program Chair for 2005-06 of the AEJMC's History Division; Research Chair for 2005-06 of AEJMC's Magazine Division; Vice-Chair of the Professional Freedom & Responsibility Committee for 2005-06 of AEJMC's Media Management & Economics Division; and a member of AEJMC's Task Force on Diversity.

THE NEWSLETTER OF THE AEJMC MAGAZINE DIVISION

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