

Letter from the Division Head

Carolyn Ringer Lepre
Associate Professor, Marist College

It has been a busy spring for the Magazine Division, and as we finish the spring semester and gear up for what is most certainly going to be an exciting August convention I want to take just a moment to share with you a few of the highlights.

For the first time, the Magazine Division participated in two conferences in March, Midwinter, held in Norman, Okla., and Southeast Colloquium, held in Columbia, S.C. As it was our first time at Midwinter, I was particularly interested to see how it went, and whether this might be a conference the Division will want to continue to participate in. As noted by David Sumner, in an email earlier this year, the conference was both engaging and well run, and it was interesting to talk to the graduate students in attendance about the positives involved in our Division's participation.

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Digitized: How a Magazine Capstone Class Abandoned Print and Ended up with an App

Jeff Inman
Assistant Professor, Drake University

The question seemed simple enough: “Do we actually need to print a magazine?” I asked that a couple of times in my magazine capstone class at Drake University last fall. Both times my students looked at me like I was slightly cleaner version of Charlie Sheen.

But the question was—and is—relevant. We have been printing magazines at Drake for years. And the products have always been excellent. Yet merely printing a magazine isn't enough anymore. Magazine journalism students get hired not because they know how ink gets on a page. They get hired because they understand social media, can write basic code, or know how to SEO a slideshow. We had been given free rein to relaunch the capstone, setting aside *515*, the brand the class had built over years, and start a new product.

Of course it took a student to suggest it—“Why don't we do something like Lonnymag.com?” she said innocently—for the class to buy into the idea. Within an hour we had given up print and were trying to figure out how we could launch a digital edition and release the first student-produced iPad magazine (search “Urban Plains” in the iTunes store). Surprisingly, getting those details sussed out **was easy**. We hired a tech firm instead of a printer.

Problem solved. The difficult and truly educational part of the project was figuring out how to market a magazine to a vast audience—eight of the Midwest's major metropolitan areas—when you don't have **hard copies** to hand out.

The result: My magazine journalism capstone became a class in content marketing.

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Student Resources

Student Contest

AEJMC Magazine Division Student Contest

Magazine divisions' student magazine contest deadline approaching soon

Carol Holstead

Magazine contest coordinator

The Student Magazine Contest deadline is coming Friday, May 6, a day I expect to receive 150 of the 200-plus entries I expect this year. We don't stop acting like journalists when we become professors. We still like to just make our deadlines. And that's fine because you do make the deadline most of the time.

The contest has 13 categories including those for magazine articles, magazine startups, and online and print magazines. Entries for this year's Student Magazine Contest must be mailed to arrive at the contest headquarters by Friday, May 6.

There is a \$10 per entry fee. And the call for entries and entry form are available on the Magazine Division Web site at <http://aejmcmagazine.asu.edu/>.

Some important rules that sometimes get overlooked:

Enter only five entries from your school in each category (except for the categories in Single Issue of an Ongoing Print magazine, where you can enter only ONE issue of each magazine your school produces per category. For example, 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.)

Remember to delete the writer's name from article tear sheets.

Remember to put blind title pages on each article with the category and target magazine (and by target magazine, I mean "Men's Health," not "men's magazine.")

If you have questions, write Carol Holstead at holstead@ku.edu.

Holstead is an associate professor in the University of Kansas School of Journalism.

David Abrahamson honored as 2011 Magazine Division Educator of the Year

David Abrahamson, professor of journalism at Northwestern University's Medill School of Journalism, has been named the 2011 Magazine Division Educator of the Year.

He will be honored at the Division's members' meeting at the AEJMC Conference in St. Louis August 10-13.

"David's many years of service to the division and his leadership within the profession make him incredibly deserving of this award," said Lyn Lepre, head of the Magazine Division. "He is an inspiration to those of us who strive to be better professors."

Abrahamson also holds the Charles Deering McCormick Professorship of Teaching Excellence at Northwestern.

He founded Medill's Literary Journalism seminar and was co-director of the Magazine Publishing Project from 1994 to 2002.

Abrahamson also organizes the Literature of Fact series that invites major national and international journalists to talk about their work, and he serves as the general editor of the historical series, "Visions of the American Press," published by the Northwestern University Press.

2011 Southeast Colloquium Report

Sheila Webb

Southeast Colloquium coordinator

Every year, the Magazine Division joins the History, Law, Newspaper, Radio-TV, and Open Divisions to foster research and to touch base mid-year in March. The Southeast Colloquium offers an opportunity for faculty and graduate students to showcase their work. SEC was hosted by the School of Journalism and Mass Communications, University of South Carolina in Columbia, S.C.

This year, we received four entries, all from graduate students, and accepted three, half the number of 2010. In 2011, we mounted only one panel, and that was joint with the Open Division. The Magazine Division papers are listed below:

- Panel: “Educating, Framing Advertising: Topics in American Journalism”
- “Advertising Image of Gender and Race Portrayed in *Sports Illustrated Kids* 2000-2009,” Ashley D. Furrow, E.W. Scripps School of Journalism, Ohio University.
- “Framing Franco: Editorializing *Time* News Magazine Cover Art Through Switching to Illustration,” Sarah Merritt, Communication Department, North Carolina State University.
- “The Latest Trends: The Relationship between Circulation and Ad Content in American Fashion Magazines,” Krista Baron, Mallory Broussard, Cydney Palmer, Louisiana State University.

Thank you to everyone who generously offered their expertise and who graciously agreed to devote their time at a particularly busy time of year.

Kathy Roberts Forde served as conference chair and did a wonderful job. The website was particularly useful.

We also benefited from the careful paper judging by Ted Spiker, University of Florida; Rachel Davis Mersey, Northwestern University; and Carolyn Nielsen, Western Washington University.

Thanks also to colleagues who ran the panel: Jack Karlis, University of South Carolina, moderated, and Ken Campbell, University of South Carolina, served as discussant.

Please consider volunteering and submitting a paper next year.

And a special note to faculty: please encourage your students to submit a paper next year.

To see information on the entire Southeast Colloquium, go to:
[http://www.jour.sc.edu/sec2011/.](http://www.jour.sc.edu/sec2011/)

Webb is an assistant professor at Western Washington University.

Students create digitized magazine continued

Some tactics we tried paid off: launching a blog two months prior to the release of the app and digital edition helped increase awareness of our new brand *Urban Plains* and drive traffic.

Other ideas flopped, like our attempt to target Facebook ads at potential readers (we got two clicks).

But we tried everything we could think of to reach *Urban Plains*' audience. We had a Facebook page. We had a YouTube channel. We had a Twitter schedule, both for the branded account and for each student's personal feed. We posted behind-the-scenes videos. We linked to other blogs.

And while our strategy was scattershot at best, we **stirred** enough interest to muster more than 37,000 page views from just over 2,000 unique visitors in the first two weeks. Not bad for an experiment— one Drake will continue next fall. Though this time I won't even bother asking the question.

To experience the Spring 2011 edition of the digitized magazine, visit <http://www.urbanplainsmag-digital.com/urbanplains>.

Inman is the Meredith Apprenticeship Coordinator at Drake University. He teaches freelance writing, the magazine capstone course, magazine publishing, and mobile application development.

Magazine Division Event Schedule for the 2011 Convention

Rachel Davis Mersey
*Assistant Professor,
Northwestern University*

This summer in St. Louis will be keeping you busy--and giving you plenty of time to play. Please see below for the full schedule of events sponsored by the Magazine Division so that you can make travel arrangements and other commitments.

Pre-conference

Teaching Media Ethics

Workshop, Stars and Neurons: Using Celebrities, Entertainment and Brain Science To Teach Ethics, cosponsored with Media Ethics. Tuesday, August 9, 12:30 p.m. to 6 p.m.

This afternoon pre-conference will address the breadth of issues surrounding celebrity journalism and ethics. Teaching tips and resources will be an important part of the program, as will break out sessions that allow attendees to interact and share in specific subject areas. In addition, the science of the brain as it relates to moral agency and empathy will play a central role. Magazine Division member Sam Riley will be a featured speaker.

Teaching

Thank you to Teaching Chair Betsy Edgerton, and to panel organizers Carol Schwalbe and Lori Blachford for their diligent work to build a program of interesting teaching panels focused on valuable and actionable information.

Magazine Marathon, cosponsored by VisComm. Friday, August 12, 1:45 to 3:15 p.m. The third annual Magazine Marathon will focus on teaching tips from a diversity of faculty from both our division and the Visual Communication Division.

Going Public, cosponsored by the Civic and Community Journalism. Wednesday, August 10, 3:15 to 4:45 p.m. Faculty will share the ups and downs (mostly ups!) of having their students work on community projects, either through local news organizations or with nonprofits, with the goal of giving voice to those who are otherwise unrepresented or underrepresented in the mainstream media.

How Media History Teachers Can Teach, cosponsored with History. Friday, August 12, 3:30 to 5 p.m. This panel will address the question of how to get students who are attached to text messaging devices and laptops to see and to experience the relevance of archival research with primary documents, especially archives related to magazines.

The Collaborative Classroom, cosponsored with Small Programs. Thursday, August 11, 8:15 to 9:45 a.m. This panel will discuss ways for faculty members to find colleagues with whom they can collaborate, create project plans, facilitate the interdisciplinary projects and motivate students to stay engaged.

International Reporting Projects, cosponsored with International Comm. Wednesday, August 10, 1:30 to 3 p.m. Study abroad veterans will share their experiences about programs that focus on reporting, writing and multimedia journalism. They'll describe how to deal with

the challenges—logistics, transportation, safety, language, teamwork (print, photo, and broadcast working together), bureaucratic stonewalling, and sources afraid to talk because they fear for their lives or those of their families.

Off-site lunch for magazine advisers. Thursday, August 11, 11:45 a.m. to 1:15 p.m.

PF&R

Applause to PF&R Chair Jacquie Marino for her work to develop a selection of panels that engages a variety of disciplines within our division. Jacquie also invited Heather Morgan Shott, a senior digital editor for Better Homes and Gardens, who has agreed to join us in St. Louis for Thursday's panel on Social Networking with Magazines. Ms. Shott is the editor of *Mixing Bowl*, a trailblazing magazine notable for launching a print title after establishing a vibrant social network community. Thank you, Jacquie.

Journalism of Deception, cosponsored with History. Friday, August 12, 8:15 to 9:45 a.m. Broadly conceived, the panel will explore the role that deception plays in the practice of journalism.

Social Networking with Magazines, cosponsored with Media Management. Thursday, August 11, 1:30 to 3 p.m. The magazine rules for social media are still being made--and broken. Hear from visionaries who have used social networks, such as Twitter, Facebook and Tumblr, to help them make good magazines fast and cheaply.

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Get in the spotlight of teaching with our preconference on celebrity and ethics

Erin Ku

Northwestern University sophomore

Ginny Whitehouse firmly believes that “students learn best when they’re engaged,” a statement reflecting the topic and purpose of our AEJMC preconference workshop.

Co-sponsored with the Media Ethics Division, the program “Stars and Neurons: Using Celebrities, Entertainment and Brain Science To Teach Ethics” will teach educators how they can use society’s current obsession with celebrities to address ethical questions in the classroom.

“Entertainment is a significant part of our lives and crosses all types of media,” Whitehouse says, explaining the focus of the workshop.

Magazine Division member Sam Riley of Virginia Polytechnic Institute will play a key role in the program. Like Whitehouse, Riley recognizes the significant role entertainment plays in our daily lives, its intersection with media culture and the ethical questions that result.

Riley, who blogs at www.celebrityblogsburg.blogspot.com, will present on the phenomenon of temporary celebrities—individuals who suddenly achieve their 15 minutes (or perhaps 15 seconds) of fame—and the implications of celebrity culture.

“There’s just no end of ethical questions about our celebrity culture,” Riley says.

With additional presentations

addressing topics including digital manipulation and the popular teen literature series *Twilight*, the preconference promises to offer fresh ways to think about and teach media ethics to both new and experienced educators alike.

Beyond celebrities and entertainment, the program will also address the role that the brain plays in learning about ethics.

“There is lots of exciting research coming out of the whole field of brain science,” Whitehouse says, “so we wanted to [include] that brain science information and how it affects learning ethics specifically ... in a user-friendly way.”

Lee Wilkins of the University of Missouri, Bill Babcock of Southern Illinois University and Patrick Plaisance of Colorado State University will all present on the relationship between teaching ethics and the brain.

Whitehouse urges both professors and graduate students interested in teaching ethics to attend the Preconference, which is scheduled from 12:30 - 6 p.m. on Tuesday, August 9.

“They may come up with new ideas and new ways they can talk about ethics in their courses that they’ve never considered before.”

For more information, please contact Ginny Whitehouse at gwhitehouse@whitworth.edu.

Division Head Letter *continued*

Since this conference only requires abstracts instead of completed papers by the early December deadline (as compared to the Southeast Colloquium), Midwinter allows for projects that are in progress to be submitted. This is particularly appealing to graduate students who might not be finished with a semester’s project.

I will be interested in discussing more about our continued participation in the conference during our Division meeting in August, and I would welcome any and all thoughts from our members. Special thanks to Liz Fakazis for her hard work in coordinating our participation, and thanks to Sheila Webb for her continued efforts to make our participation in the Colloquium run smoothly.

Now we are looking forward to our August convention, when we will again meet together for several days of informative and innovative panels and research presentations. Rachel Davis Mersey has been hard at work making sure everything is all arranged. I hope you will plan on being in Missouri as we have lots of great programming in store.

If you submitted a paper, you should expect to hear the acceptance results by May 14. In the meantime, enjoy the end of the semester and I look forward to seeing you all in St. Louis!

2011 Conference Schedule *continued*

Are Narratives Over?, cosponsored with Newspaper. Wednesday, August 10, 5 to 6:30 p.m. This panel will assess the status of the narrative movement, examine where it is still part of the culture and examine the implications on long-form feature writing instruction.

Photo Captions and Photo Content, cosponsored with VisComm. Wednesday, August 10, 8:15 to 9:45 a.m. With the advent of digital imaging, web publishing and too-thin editing staffs, the historic close relationship between photo caption content and photo content seems to have been deeply eroded. This panel will address these circumstances and their consequences.

Digital Technology and Print Magazines, cosponsored with Advertising. Saturday, August 13, 10 to 11:30 a.m. This panel will discuss the criticality of understanding how to connect with consumers across media using formats that generate consumer involvement, entertainment and engagement.

Research

Research Chair Samir Husni continues the hard work of leading our division through the peer review of all the papers submitted to the conference. Thank you, Samir. We know accepted papers will be featured in one of three timeslots.

Refereed Research Magazine Division award winning papers. Friday, August 12, 5:15 to 6:45 p.m.

Refereed Research. Thursday, August 11, 3:15 to 4:45 p.m.



The scholar-to-scholar (poster) session. Friday, August 12, 12:15 to 1:30 p.m.

Social/Administrative

Off-site social/graduate student happy hour. Thursday, August 11, 5 to 6:30 p.m. This is a new event designed to drum up interest in our division, thanks to the brainstorming of Division Head Lyn Lepre and Graduate Student Liaison Carolyn Edy.

Executive committee meeting. Friday, August 12, late evening offsite.

Members' meeting. Friday, August 12, 7 p.m. to 8:30 p.m. In addition to annual business, we will present the educator of the year award to our esteemed colleague David Abrahamson.

2011 Educator *continued*

Abrahamson also teaches magazine writing and editing, and he served as head of the Magazine Division in 1997-98.

The Magazine Division alternates yearly between the Educator of the Year and the Professional of the Year awards.

As immediate past head, Ted Spiker oversaw this year's nomination and selection process.

2011 Midwinter Conference Report

The Magazine Division participated in the Midwinter Conference for the first time in March.

The Gaylord College at the University of Oklahoma in Norman, hosted the conference.

Many thanks to Liz Fakazis, of the University of Wisconsin-Stevens Point, for coordinating two research paper sessions and to faculty and students who presented papers. Thanks also go to Rebekah Husted, University of Oklahoma, and Beverly C. Merrick, University of Nebraska Kearney, for moderating and to Myles Ludwig, Lynn University, and Jared C. Schroeder, University of Oklahoma, for serving as discussants.

The presented papers are:

- Top paper, "Miracle Cure or Too Big a Risk?: The Framing of the HPV Vaccine in Teen, Parenting, and Women's Magazines," Carolyn Ringer Lepre, Marist College.
- "Characteristics of Online Editors at City and Regional Magazines," Joy Jenkins, Oklahoma State University.
- "This is my magazine: Reader responses to the Relief Society Magazine 40 years later," Maurianne Dunn, Brigham Young University.
- "Radio, Motion Pictures, Magazines, Television and the 'Expanding Interests' Media Theory," David E. Sumner, Ball State University.
- "Images of Children in War," Yan Yan & Webb Robertson, University of Alabama.