This year AEJMC celebrates its centennial with the conference in Chicago. Our programming, which was organized by Vice Head and Program Chair Jacqueline Marino, promises to only add to the excitement of this historic year. Please see the details on page 3, 4, and 5 of this newsletter. Thank you in particular to Lyn Lepre, immediate past head, who shepherded the nominations and selection of our Professionals of the Year, Maggie Murphy and Alison Gwinn of Parade magazine. Please join us for our first-ever cocktail party to honor our award winners on the evening of Saturday, August 10, 5:15 p.m. to 6:45 p.m.

In addition, thank you to Research Chair Liz Fakazis, Teaching Chair Kevin Lerner, and PF&R Chair Elizabeth Hendrickson who played instrumental roles in our conference planning. Outside of the formal conference programming, we also have Betsy Edgerton to thank for organizing a tour of Chicago-based magazines on Wednesday, August 8, 9 a.m. to 1 p.m. (details on page 2), and Ted Spiker who is leading a fun outing for members coming to Chicago before the state of the conference. Thank you to Jacqueline, Lyn, Liz, Kevin, Elizabeth, Betsy, Ted, and all who proposed and organized panels!

If you’ll be in Chicago, please be sure to attend our members’ meeting on Saturday, August 11, 7 p.m. to 8:30 p.m. At the meeting, we will honor our refereed research award winners and our student contest winners. Thank you to Carol Holstead and Pamela Nettleton who chaired our contest again this year! We will also elect a new slate of officers and say thank you to those who have served this year, all of whom are listed on page 9. I thank each of them.

Thank you, too, for your membership in our division.

I hope to see you in Chicago!

A few years ago, a group of Magazine Division members took a hike in Boulder before the Denver conference. This year, we’re planning an informal bike tour around Chicago Wednesday afternoon. Contact me at tspiker@jou.ufl.edu and we’ll put together a mailing list to hash out details (guided tour or DIY rentals, times, etc...). So that we don’t overlap with the magazine tour that’s scheduled for Wednesday morning, we’ll aim to start around 4 p.m., with maybe dinner and/or drinks after.

Look Inside:

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Chicago Magazine Tour
By Betsy Edgerton

The tour starts with *Crain’s Chicago Business*, a weekly magazine with a growing web presence. We’ll meet with Crain’s Publisher David Snyder and Editor Michael Arndt at 9:30 a.m.

Next up is a stop at *Chicago* magazine. In September, the monthly made a big change by hiring a new editor-in-chief, Elizabeth Fenner. She came from *Money* magazine, where she’d been assistant managing editor, and replaced a 20-year *Chicago* magazine veteran. To discuss the outlook for *Chicago*—particularly on the digital front—we’ll meet with Scott Smith, director of digital strategy and development, and top editors.

Last, we’ll head to *TimeOut Chicago* and talk to President and Editor-in-Chief Frank Sennett about the weekly culture magazine. You can also hit him up for inside scoop on Groupon, the local and controversial deal site. His book, *Groupon’s Biggest Deal Ever*, was released recently.

We’ll meet at 9 a.m. for a quick cup of coffee at Einstein’s Bagels at 180 N. Michigan and head to *Crain’s* from there. The entrance to Einstein’s is on Lake Street, between Michigan and Wabash.

Please RSVP to Betsy Edgerton: bedgerton@colum.edu.

Magazine Contest
By Carol Holstead

The winners of the 2012 Association for Education in Journalism and Mass Communication Student Magazine Contest have been decided.

This year’s competition attracted 240 entries from 23 universities from the United States and Canada. Judges for the contest, which included 13 categories, were publishers, editors, and writers for consumer and specialized business magazines.

The list of winners and the judges’ comments will be posted on the Magazine Division website when they are completed.

First place winners will receive checks for $100. All other winners will receive certificates. Both will be presented during a Magazine Division session at the AEJMC conference at 7 p.m., Saturday, August 11. If you are not present to pick up your students’ awards, they will be mailed to you after the convention.

This year I am delighted to announce that the American Society of Business Publication Editors (ASBPE Foundation) is joining AEJMC and funding the award for Specialized Business Press Article. The director of ASBPE, Roy Harris, is planning to attend our meeting.

I’ve not notified students about their entries, so please share the results of the contest with your students.

Thank you for your participation. Thanks also to my co-chair, Pam Nettleton, for finding killer judges. We don't have a lot of money to offer, but we do offer the honor of having work judged by wonderful editors and publishers at some of the country’s best magazines.

The Magazine Division Takes Chicago
By Jacqueline Marino, Kent University

Big shoulders and a big birthday – AEJMC’s 100th – mean big expectations for the national convention, and we aim to exceed them. The division is sponsoring five information-packed panels and co-sponsoring three.

Several editors will appear on our panels this year. Jet, Consumer Digest, Chicago, Runner’s World, and Time Out Chicago are among the magazines that will be represented.

The cocktail party is new! This will follow our business meeting and a talk by our Professional of the Year award winners, Maggie Murphy and Alison Gwinn of Parade. Don’t cancel your dinner reservations. There will be wine, beer and sodas, but only dry snacks at the party.

I’m proud of all our sessions.

Highlights:

The panel on minority magazines will be moderated by Kyra Kyles, senior editor of Jet. The panel includes current and former editors and one publisher at minority publications, including Patrick Farabaugh, publisher, Our Lives Magazine; James M. Stephens, Tennessee State; Estelle Gonzales Walgreen, editor-in-chief, Hispanically Speaking News; and Charles F. Whitaker, Northwestern.

The annual Teaching Marathon will leave you breathless with ideas to improve your students’ storytelling, writing, and design skills. You’ll hear from professors who are innovating with new technology (mobile) and inspiring with old tools (the printed page).

In St. Louis, the Magazine and History divisions co-sponsored a powerful, well-attended panel on “The Journalism of Deception.” This year’s invited research panel, “Social Media and Magazines,” will focus on the ways magazines use social media. Presenters will then submit their papers for publication in a themed issue of the Journal of Magazine & New Media Research. The panelists are Kris Boyle and Carol Zuegner, Creighton; Elizabeth Hendrickson, Tennessee; Hugh Martin, Ohio; and Susan Currie Sivek, Linfield College.

The full schedule is available on AEJMC’s conference website, www.aejmccomicago.org.

I look forward to seeing you all in Chicago!

Turn the page for the entire AEJMC 2012 Magazine Division Programming available as a pull-out section on pages 4 and 5 of this newsletter.
THURSDAY, AUGUST 9

10 am to 11:30 am / 044
(with History Division)
Teaching Panel Session:
The Century Club:
Magazine History Connections for the Millennial Generation
Moderating/Presiding:
Sammye Johnson, Trinity
Panelists:
– The Evolving Trade of the Trade: Lessons to Learn from American Banker, Kitty Endres, Akron
– Magazine Survivor and Thriver Harper’s as a Publishing, Writing and Editing Innovator: What Students Can Learn Berkley Hudson, Missouri
– Writing Through Recessions: Women’s Magazines Survive the Lean Times, Therese Lueck, Akron
– Successes and Failures: Magazine Formulas That Work Barbara Straus Reed, Rutgers

11:45 am to 1:15 pm / 057
(with Electronic News)
Teaching Panel Session:
Documentary and Narrative Nonfiction in the Digital Age
Moderating/Presiding:
Kathleen M. Ryan, Colorado Boulder
Panelists:
Patti Wolter, Northwestern
Gordon Quinn, artistic director, Kartemequin Films
Imran Siddiquee, social media and communications manager, MissRepresentation.org

3:15 pm to 4:45 pm / 089
(with Visual Communication)
Teaching Panel Session:
Teaching Marathon: Magazines and Visual Communication
Moderating/Presiding:
Carol B. Schwalbe, Arizona
Panelists:
The Art of Interviewing: Thinking—and Listening—on Five Levels at the Same Time, David Abrahamson, Northwestern
– Storytelling with Billy Joel’s “Piano Man, ” Lori Blachford, Drake
– Hunting for Resolutions…Or Stalking the Narrative Story Idea, Ellen Gerl, Ohio
– Multimedia Gathering with Mobile, Seth Gitner, Syracuse
– Recreating Type-Only Posters, and Spying on the Competition, Sandra Henry, Drake
– No Pain, Lots of Gain: Developmental Assignments in Magazine Design, Carol Elizabeth Holstead, Kansas

5 pm to 6:30 pm / 107
(with Visual Communication)
Teaching Panel Session:
Curated Journey: iPad and Tablet Narrative
Moderating/Presiding:
Joel Beeson, West Virginia
Panelists:
– Crossing the Digital Divide: Implementing Tablet Magazines in the Classroom, Jeff Inman, Drake
– Magazines’ Alternative Tablet Storytelling Strategies, Susan Currie Sivek, Linfield College
– Touch Interface as New Narrative Form, Dana Coester, West Virginia
– Storyboarding for Interactive Narrative, David Olsen, professional technologist, West Virginia

FRIDAY, AUGUST 10

11:45 am to 1:15 pm / 145
(with Internships and Careers Interest Group)
Teaching Panel Session:
Who We Hire Now and Why: What Magazine Editors Seek in Employees and Freelancers
Moderating/Presiding:
Jennifer Halperin, Columbia College
Panelists:
John B. Zibluk, Arkansas State
Hank Sartin, senior editor, Time Out Chicago
Rich Dzierwa, editor, Consumer Digest
David Bernstein, senior editor, Chicago Magazine
Keri Lynch, research editor, Advertising Age

3:15 pm to 4:45 pm / 176
(with Gay, Lesbian, Bisexual, Transgender Interest Group)
PF&R Panel Session:
Minority Magazines:
Keeping Relevance and Readers in Today’s Marketplace
Moderating/Presiding:
Elizabeth Hendrickson, Tennessee
Panelists:
Patrick Farabaugh, publisher, Our Lives Magazine
Kyra Kyles, senior editor, Jet Magazine
James M. Stephens, Tennessee State
Estelle Gonzales Walgreen, editor-in-chief, Hispanically Speaking News
Charles F. Whitaker, Northwestern

SATURDAY, AUGUST 11

8:15 am to 9:45 am / 242
Refereed Paper Research Session:
Award-Winning Papers:
Major Life Issues:
Health, Race, Gender and, of Course, Sports
Moderating/Presiding:
Ellen Gerl, Ohio
– Comparing Health Messages in Magazines: Journalistic Elements and Their Connection to Health Literacy and Numeracy*, Maria Len-Rios and Amanda Hinnant, Missouri
– More Trouble Than the Good Lord Ever Intended: Representations of Inter-racial Marriage in U.S. News Magazines**, Catherine Luther and Jodi Rightler-McDaniels, Tennessee-Knoxville
– It Doesn’t Matter If You’re Black or White: Breast Cancer Messages in Young Women’s Magazines***, Sarah Henize, Bowling Green State
– Balancing Act: The Rhetorical Vision of Champion Magazine****, Ashley Furrow, Ohio State
Discussant: Lyn Lepre, Marist

* Top Faculty Paper
** Second Place Faculty Paper
*** Top Student Paper
****Second Place Student Paper

12:15 pm to 1:30 pm / 259
Off-site Luncheon Session:
Magazine Programs Under Siege:
A Conversation about the Importance and Relevance of Teaching Magazine Media
Moderating/Presiding:
Kevin Lerner, Rutgers
Meet in the lobby at noon.

1:45 pm to 3:15 pm / 271
(with Media Management and Economics Divisions)
Research Panel Session:
Social Media and Magazines
Moderating/Presiding:
Carol B. Schwalbe, Arizona
Panelists:
Kris Boyle, Creighton
Elizabeth Hendrickson, Tennessee
Hugh Martin, Ohio
Susan Currie Sivek, Linfield
Carol Zuegner, Creighton
Respondent:
Bob Britten, West Virginia

5:15 pm to 6:45 pm / 301
Business Session: Members’ Meeting
Moderating/Presiding:
Rachel Davis Mersey, Northwestern

7 pm to 8:30 pm / 314
PF&R Panel Session:
Magazine Professional of the Year
Cocktail Reception
Moderating/Presiding:
Rachel Davis Mersey, Northwestern
Industry Visit
Print to Digital – Redesigning Bon Appétit for the iPad
By Sheila Webb, Western Washington University

Graphic and Web designers have to repurpose content to be compatible with new platforms. One platform that serves print magazines well is the iPad. Condé Nast stuck a deal with Apple in May of 2011 to allow its readers to subscribe to digital versions of its magazines. In November of 2011, when Condé Nast joined Apple’s Newsstand app and allowed print subscribers of nine of its magazines to access the iPad version for free, the number of readers rose substantially. Bon Appétit is one of the later Condé Nast magazines to be adapted to the tablet platform.

The most obvious way to thrive in this new environment is to continue to offer extraordinary content, content that goes beyond mere recipes. For example, Bon Appétit views itself as more than a magazine for home cooks. The editors approach food as part of a lifestyle; recipes become more about entertaining, a practice with cultural ramifications that the editors strive to identify and explicate.

Scott DeSimon
Special Projects Editor
Given my interest in the challenges to legacy media in this current climate, in March 2012 I met with Scott DeSimon, Special Projects Editor at Bon Appétit, to discuss the move to the digital format. DeSimon’s role is to figure out the best way to present material in an all-digital format, be it websites, iPad, video, and soon, phone.

Main Takeaways:
According to DeSimon, the print design drives the digital design, thus preserving the carefully constructed visual branding of the Condé Nast titles.

Among the differences between the print and iPad versions is the simpler approach to digital display. For example, for the iPad, the designers move into “Kitchen Mode,” which provides easy-to-access recipes on a single page with step-by-step instructions accompanied by video, photos, tips, and slideshows.

When the iPad version premiered in February of 2012, among the digital-only features was large-sized type. The designers balance the level of interactivity. What is a sidebar in the print issue becomes clickable on the iPad. A step-by-step how-to in the print magazine becomes an animated slideshow in the tablet.

A prime selling point of the digital subscription is the ability to access the entire archive of Gourmet, Epicurious, and Bon Appétit.

Role of Facebook
DeSimon said that the iPad is not viewed as the main vehicle for building community— that function is served by Facebook, which is a way for readers to interact with one another, and which will allow the company a platform for polling, answering questions, and which, in the future, will lead to Facebook-only content.
Istanbul, Turkey, a city with 15 million residents, lies along the Bosphorus Strait, which divides Europe and Asia and the Black Sea from the Sea of Marmara. The city dates to the fourth century B.C. as the village of Byzantium. Named Constantinople in 324 A.D. it became the center of the Byzantine Empire and the Christian world for the next 1,000 years. After its conquest by Turkish forces in 1453, it became Muslim and the center of the Ottoman Empire, which lasted until 1922. Today the city contains more than 120 churches and 2,000 mosques.

The opportunity to visit a city with such a rich and fascinating history attracted my attention. I presented “Winners and Losers in the American Magazine Market, 2001-2010” at the International Conference on Communication, Media, Technology and Design in May 2012. While the conference lasted three days, my wife and I spent seven days traversing the city and its many sites.

The conference’s sponsors included, Eastern Mediterranean University, Anadolu University and the Online Journal of Communication and Media Technologies. The coordinator was Dr. Agah Gumus from EMU. All presentations were in English and more than 130 professors from 34 different countries participated. About 25 presenters were from the U.S., while the rest came from eastern and western Europe, the Middle East, Africa and Asia.

Rick Steves’ book on Istanbul describes the city: “Unlike many other European cities Istanbul doesn’t branch out from a main Town Hall or central square. Instead, Istanbul is a cobbled-together collection of various landmarks and patches of land, all interconnected by twisty alleys.” Besides the main sites, we took long, leisurely walks through the city. Istanbul is a safe, friendly city. These walks became one of the highlights of the trip. We had serendipitous and sometimes humorous encounters with the shopkeepers and other people, including musicians at Istanbul’s “Music Row,” waiters and cooks, rug salesmen, storekeepers, a rug weaver, a wedding party, fishermen, and a group of women protesting contaminated milk.

Next year’s conference will be May 1-3, 2013, in Famagusta, North Cyprus. Full details are available at www.iccmtd.net. This conference provides an opportunity for all the participants to share experiences and cooperation with international colleagues. Its official aim is “to gather academicians who are interested in communication, media studies and design from all over the world. The ultimate aim is to promote different ideas to offer a place for participants to present and discuss their innovative recent and ongoing research and theoretical work and/or their applications or development.” The conference registration is about $350, and food and hotel costs are similar to those in large U.S. cities.
**Promotions & Awards**

**Jacqueline Marino,** Kent, was promoted to Associate Professor with tenure.

**Melissa Nurczynski,** Kutztown, achieved tenure.

**Sheila Webb,** Western Washington, was promoted to Associate Professor with tenure.

**Rachel Davis Mersey,** Northwestern, was promoted to Associate Professor with tenure.

**Ellen Gerl,** Ohio, will begin a new position as Associate Director for Undergraduate Studies at Ohio University’s E. W. Scripps School of Journalism Fall 2012.

**Walter Brasch,** professor emeritus, Bloomsburg, received the Lifetime Communicator of Achievement award from the Pennsylvania Press Club, June 3, in Gettysburg. The honor is the organization’s highest award. It recognizes significant journalistic achievement and community service. The last time it was awarded was in 2005.

**Meta G. Carstarphen,** Oklahoma, received the 2012 Regents Award for Professional and University Service, among the highest recognitions given by the university.

**Dane Clausen,** ACLU of Nevada, former head of the division, will be inducted August 19 into the American Philatelic Society Writers Unit Hall of Fame for lifetime achievements in philatelic writing and research, and service to the Writers Unit.

**Publications**


**Jacqueline Marino’s** book, *White Coats: Three Journeys Through an American Medical School*, has been published by Kent State University Press.


**Sammye Johnson,** Trinity, edited a special issue of *Image of the Journalist in Popular Culture Journal* that focuses on the image of the public relations practitioner in film, television, and fiction. The *IJPC Journal* is published by the Annenberg School for Communication and Journalism; the issue can be found at http://ijpc.uscannenberg.org/journal/index.php/ijpejournal.

This fall marks the publication of the third edition of *The Magazine from Cover to Cover* by **Sammye Johnson**, Trinity, and **Patricia Prijatel**, Drake, Oxford University Press. The biggest change is the new chapter “The Magazine in the Digital World” by **Lori Blachford**, Drake, who adds perspective on the evolving area of websites, smartphones, tablets, e-readers, analytics, and SEO tactics. The other chapters have been updated to reflect the economic crisis of the past few years and the impact of digital and online media in all aspects of the magazine field, all with larger photos; the addition of a second color throughout—a vivid blue reminiscent of a computer screen; and revised charts and graphs.

The third edition of *Feature and Magazine Writing: Action, Angle and Anecdotes* by **David E. Sumner**, Ball State, will be published by Wiley-Blackwell in December 2012. According to the editor, in addition to U.S. success, the book has been a “noteworthy success outside the US. It has sold almost 2,000 copies in Asia, and it maintains a steady presence in the European market. In recent months, the book has also made a splash in emerging markets, selling over 300 copies in the Middle East and close to 100 in Africa.”
2011-2012 Magazine Division Officers

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

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