Get ready. Washington, in all its heat and flurry, awaits us. I always look forward to our annual conference, but I am particularly jazzed about the impressive group of D.C. professionals who will be on our panels this year. Michael Shaffer, editorial director of The New Republic, will tell us about the longform renaissance. Freelancer Nate Thayer and Slate’s Matt Yglesias will continue their debate over whether it’s ethical to not pay freelancers. Staffers at Washingtonian and National Geographic Traveler will discuss what “editing” means today, while those from Buzzfeed and TheAtlantic.com talk about today’s convention-bucking startups.

New panels are exciting, but also on the schedule are annual favorites, the Teaching Marathon and the invited research session for a themed issue of the Journal of Magazine & New Media Research.

Don’t forget the pre-conference trip to National Geographic and the National Writers Union luncheon on how to get a better publishing deal. Both of those events require preregistration. Email Program Chair Liz Fakazis at Liz.Fakazis@uwsp.edu. The luncheon has filled, but you can get on the wait list.

Remember our members meeting will be held on Saturday afternoon this year. We are also hosting a gathering for graduate students on Thursday. Please encourage your students to attend. Assure them there will be free food!

I am thrilled to be heading into the annual convention with this program. Kudos to the officers who spent the past year planning it: Program Chair Liz Fakazis, Research Chair Elizabeth Hendrickson, PF&R Chair Kevin Lerner and Teaching Chair Susan Currie Sivek. Please thank them – or offer to buy them a cool drink – when you see them around the Renaissance.
By Susan Currie Sivek, Linfield

Publishing a Student Magazine Through a Third-Party Platform

Though we’d all like to provide the most authentic magazine production experience for our students, mirroring every aspect of major magazines’ professional process just isn’t always possible. For reasons of time, cost, or the learning curve involved for both faculty and students, a different approach might make sense.

For example, what if you want your class to create a collection of multimedia unified around a single topic, and would like to be able to present their work publicly and digitally – but don’t have time to create a magazine-like app or tablet-friendly website from scratch?

There’s now a collection of publishing platforms that might resolve this dilemma for you and your students, though sometimes with a significant price tag attached to their services. Here is a list of some of the ventures offering a variety of services to aid the digital magazine publishing process – some that might be familiar, and some that are new to the field.

Apple iBooks Author
http://www.apple.com/ibooks-author/
Though not technically a “magazine” production app, Apple’s free iBooks Author software (Mac only) allows the integration of text, audio, video, tables, and more into an e-book that is then available through the iBookstore. iBooks can be given away for free or sold. One little-known advantage of iBooks Author is that it creates an accessible publication, which may be important for classes including students with disabilities, as well as for other readers. iBooks can also be updated if corrections or new information need to be added. This option is among the most readily available and cheapest on this list.

Oomph
http://oomphhq.com/
For the well funded among us, Oomph may be an appealing option. Among other pricing packages, a one-off standalone app (such as a student magazine published just once) will cost $999. The cost seems to have been worth it to some publishers, however, who have created a wide variety of attractive apps using Oomph. One notable magazine on the Oomph platform is the inflight magazine of Australian airline Qantas.

Magazine Matter

AppStudio
http://www.appstudio.net/
AppStudio’s approach is a bit different. Their service converts a file created with InDesign or QuarkXPress into an HTML5, mobile-ready “digital experience.” A single issue published through AppStudio costs $199 (though the cost of uploading and managing the app in the Apple App Store is unclear from their website). A multi-issue publication can be maintained for $99.50/month. Given the widespread use of Adobe InDesign on campuses, AppStudio might be worth checking into if you want to migrate a publication into an app without venturing into Adobe’s Digital Publishing Suite.

Uberflip
http://www.uberflip.com/
Uberflip, somewhat like AppStudio, converts a finished PDF file into a mobile- and tablet-friendly HTML5 website. The resulting website looks much like the interface of better-known Issuu, but allows for the embedding of both audio and video. Uberflip provides analytics so that publishers can even tell which pages of the magazine hold readers’ attention the longest and which links are clicked (e.g., those of advertisers). These analytics would be fascinating to share with students. A “starter” pricing package for $29.95/month allows for five PDF uploads per month of up to 250 pages each. And, if your students’ work goes viral – you never know! – there is no limit on page views.

Left: Prss; Top: Uberflip.

Here is a list of some of the ventures offering a variety of services to aid the digital magazine publishing process – some that might be familiar, and some that are new to the field.
WEDNESDAY, AUGUST 7
1 p.m. – 4 p.m.
Off-Site Tour: National Geographic
Moderating/Presiding:
Carol Schwalbe, Arizona
Pre-registration is required. RSVP to lfakazis@uwsp.edu.
Space is limited.

THURSDAY, AUGUST 8
10 a.m. – 11:30 a.m. / 045
Teaching Panel Session:
Teaching Marathon
Moderating/Presiding:
Sandy Ut, Memphis
Panelists:
Sheila Webb, Western Washington
Aileen Gallagher, Syracuse
James Shahin, Syracuse
Lori Blachford, Drake
Lori Thursp, Temple
Mindy McAdams, Florida
Jennifer Goerge-Pallionis, Ball State
Ann Auman, Hawaii
Amy DeVault, Wichita State
Sara Quinn, Poynter
Sam G. Riley, Virginia Tech

11:45 a.m. – 1:15 p.m.
Off-site Luncheon
How to Get a Better Publishing Deal: The Art of Negotiating Book, Magazine and other Freelance Writing Contracts
Moderating/Presenting:
Jacqueline Marino, Kent State
Speaker:
Ian Blake Newhem, top contract advisor, National Writers Union
Full. Email lfakazis@uwsp.edu to get on the wait list.

1:30 p.m. – 3 p.m. / 074
PF&R Panel Session:
Trauma Journalism: The Cost of Covering Strife and War
Moderating/Presenting:
Samantha Quigley, editor-in-chief, On Patrol:
The Magazine of the USA
Panelists:
Mark Massi, Ball State, author, Trauma Journalism:
On Deadline in Harm’s Way
Patty Rhule, senior director, exhibit development,
The Newsuem
Malini Wilkes, freelance journalist, former Baghdad correspondent, FOX News

3:15 p.m. – 4:45 p.m. / 090
PF&R Panel Session:
The Longform Renaissance
Moderating/Presenting:
Aileen Gallagher, Syracuse
Panelists:
Dan Kos, senior editor, Slate; editor of Slate Book Review
Jacqueline Marino, Kent State
Michael Schaffer, editorial director, The New Republic

5 p.m. – 6:30 p.m.
Graduate Student Gathering
Moderating/Presenting:
Jacqueline Marino, Kent State
Explore, Lobby Level, Renaissance Hotel.

FRIDAY, AUGUST 9
8:15 a.m. – 9:45 a.m. / 135
Refereed Paper Research Session:
Award-Winning Research
Moderating/Presenting:
Carol Schwalbe, Arizona

8:45 a.m. – 9:45 a.m.
Panelists:
Joy Jenkins, Missouri
Hwa Kim, South Carolina, and Jeong-Hoon JC Chang, Korea University
Discussant: Mgleena Sernadnori, South Dakota

9:45 a.m. – 10:45 a.m.
Panelists:
Sally Ann Cruikshank, Auburn
“In This New Millennium: A Conceptual Explication,” First Place Student Paper
Joy Jenkins, Missouri
Hwa Kim, South Carolina, and Jeong-Hoon JC Chang, Korea University
Discussant: Mgleena Sernadnori, South Dakota

11:45 a.m. – 1:15 p.m. / 149
PF&R Panel Session:
FREE-lancing: The Ethics and Economics of Paying Writers with Exposure and Bylines
Moderating/Presenting:
Kevin Lerner, Marist
Panelists:
Jan Leach, Kent State
Nate Thayer, freelance journalist
Mike Madden, editor, Washington City Paper

1:30 p.m. – 3 p.m. / 164
Scholar-to-Scholar Research Presentation:
“Foring the Lens on the World: Reader Negotiation of Identity through National Geographic’s Coverage of Puerto Rico”
Andrew Mendelson, Temple
“Development of Men’s Magazines Industry in Taiwan”
Chingshan Jiang, Nebraska at Kearney
“Between Academia and Journalism: Formation of the Intellectual Field in Postwar South Korea (1953-59)”
Ah-Reum Kim, University of Tokyo

3:15 p.m. – 4:45 p.m. / 180
Teaching Panel Session:
What Do We Talk about When We Talk about Editing these Days?
Moderating/Presenting:
Michael Shahin, Syracuse
Panelists:
Denise Wilks, senior editor, Washingtonian
Norie Quintos, National Geographic Traveler
Rachel Morris, The New Republic
Yanick Rice Lamb, Howard

SUNDAY, AUGUST 11
11 a.m. – 12:30 p.m. / 363
PF&R Panel Session:
Bold Ideas: News Organizations that Buck Convention to Enter the Market
Panelists:
Chris Geidner, Buzzfeed
Laura Amico, Homicide Watch D.C.
John Gould, deputy editor, TheAtlantic.com
Eason Jordan, NowThisNews

12:45 p.m. – 2:15 p.m. / 372
Refereed Paper Research Session:
Digital Cover: Innovative Digital Strategies for Magazines, Newspapers and Broadcasters
Moderating/Presenting:
Susan Currie Sivek, Linfield
“A New Digital Community? A Journalistic Analysis of Gawker’s Commentators-to-Contributors Approach”
Sheila Webb, Western Washington
“Digital Cover: Innovative Digital Strategies for Magazines, Newspapers and Broadcasters”
Gracie Lawson-Borders, Howard

12:45 p.m. – 2:15 p.m. / 372
Refereed Paper Research Session:
A New Digital Community? A Journalistic Analysis of Gawker’s Commentators-to-Contributors Approach
Sheila Webb, Western Washington
“Digital Cover: Innovative Digital Strategies for Magazines, Newspapers and Broadcasters”
Gracie Lawson-Borders, Howard
In fact, general interest publications. If you wish to have a career in journalism, you need to drive your skills in the direction of the publications that are succeeding. Deep niches (Ruckus! Martha Stewart Living! Scientific American!) are great fun to explore, and people live in those niches and identify with them. If you have a specific passion, you can explore it in a niche publication. There's no such thing as generalized passion, or if there were, it would be exhausting."

These comments can be useful in teaching magazine courses. They are available on the Magazine Division website, http://aejmc-magazine.arizona.edu/.

First place winners will receive checks for $100. All other winners will receive certificates. Both will be presented at an awards ceremony at the AEJMC convention at 12:15 p.m., Saturday, August 10, during the Magazine Division members meeting.

### 1. Consumer Magazine Article: Places (16 entries)

**Judge:** Scott Stuckey, author of National Geographic’s Ultimate Field Guide to Travel Photography (http://amzn.to/11u2yI9) and former managing editor of National Geographic Traveler.

1st Place: “This is Drill, Bitch,” by Lauren Schwartzberg, Northwestern University. David Abrahamson, adviser.

2nd Place: “A Curious Quiet Place,” by Jennifer McCoy, Northwestern University. David Abrahamson, adviser.

3rd Place: “Can We Save the World?” by Mark Olalde, Northwestern University. David Abrahamson, adviser.

### 2. Consumer Magazine Article: People (45 entries)

**Judge:** Richard B. Stolley, senior editorial adviser at Time Inc. and founding editor of People.

1st Place: “Reading Rainbow,” by Chantel O’Neal, University of Missouri. Jennifer Rowe, David Reed and John Fennell, advisers.

2nd Place: “SweeT, Tender and a Little Unnuly,” by Emily Inverso, Kent State University. Jan Leach, adviser.

3rd Place: “Tart and Soul,” by Loren Hendin, Ryerson University. Lynn Cunningham, adviser.


### 3. Consumer Magazine Article: Investigation and Analysis (17 entries)

**Judge:** Keith Reed, senior editor of ESPN.


2nd Place: “Hook, Line and Sinker,” by Paige Zidek, Drake University. Lori Blachford, adviser.


### 4. Consumer Magazine Article: Service and Information (18 entries)

**Judge:** Travis Jennings Brown, associate editor, Popular Mechanics, and travel contributor to CNN.


3rd Place: “Pinning Down a Niche in Pinterest,” by Johanna Willett, University of Arizona. Lisa Button, adviser.


### 5. Consumer Magazine Article: Feature (46 entries)

**Judge:** Mike Sager, writer-at-large for Esquire and author of Scary Monsters and Super Freaks and Revenge of the Donut Boys.


3rd Place: “Home In One Place: A Southside Story,” by Darryl Holliday and Eric Rodriguez, Columbia College Chicago. Sharon Floyd-Peshkin, adviser.


Honorable Mention: “Print Junkies: Print Thrives at City Newsstand,” by Nidan Feeney, Northwestern University. Patti Wolter, adviser.

### 6. Consumer Magazine Article: First Person (21 entries)

**Judge:** Seth Porges is freelance writer and the creator of the iPhone app Cloth [clothapp.com]. Previously, he worked as an editor and writer at Maxim, Popular Mechanics, and Men’s Health. He contributes to InStyle, Fast Company, Forbes, Men’s Journal, Maxim, Rolling Stone, Popular Mechanics, and Mashable.

1st Place: “In Memoriam,” by Hafsa Lodi, Ryerson University. Stephen Trumper, adviser.

2nd Place: “Failure to Diagnose,” by Rachel Campbell, Kent State University. Jacqueline Marino, adviser.

3rd Place: “Right to Bare Arms,” by Melia Robinson, Syracuse University. Melissa Chessher, adviser.
7. Specialized Business Press Article (13 entries)
1st Place: “Endangered Species,” by Gin Sexsmith, Ryerson University. Lynn Cunningham, adviser.

8. Online Magazine (8 entries)
Judge: Nick Fauchoal, editor-in-chief of tastingtable.com, an online food magazine.
1st Place: cyan32degrees (cyan32degrees.com), Syracuse University. Seth Gittner, adviser.
2nd Place: Ball Bearings (ballbearingsmag.com), Ball State University. David Sumner, adviser.
3rd Place: News House (thenewshouse.com), Syracuse University. John Glass, adviser.

Judge: Roger Black, design director at Edipresse Asia in Hong Kong. Formerly, owner of Roger Black, a narrative design studio. He has designed or redesigned dozens of publications, print and digital, including Rolling Stone, Esquire, Newsweek, Bloomberg.com, and Sporting News.
1st Place: Echo, Marieke McClendon and Sam Marin, art directors, Columbia College, Chicago. Zach Dodson, adviser.
2nd Place: Fusion, Jackie Bergeron, editor, Kent State University. Bruce Zake, adviser.
3rd Place: DUH, Marina Shawd, editor, Drake University. Jeff Inman, adviser.
Honorable Mention: Duel, Marina Shawd, editor, Drake University. Jeff Inman, adviser.

Judge: Peter Moore, editor of Men’s Health Magazine and Men’s Health iPad edition.
1st Place: Man Up, Emily Touzer, editor, Drake University. Lori Blackford, adviser.
2nd Place: Echo, Columbia College Chicago, Brian Dukerschein and Kathleen Costanza, co-managing editors. Sharon Boyd-Peshkin, adviser.
3rd Place: Jerk, Christina Sterbenz, editor, Syracuse University. Melissa Chesser, adviser.

Judge: Lucy Danzinger, editor-in-chief of SELF.
2nd Place: The Burr (April 2013), Anthony Dominic, editor, Kent State University. Jacqueline Marino, adviser.
3rd Place: A Magazine, Emily Inverso, editor-in-chief, Kent State University. Jan Leach, adviser.
Honorable Mention: Drake Magazine, Jeff Nelson, editor, Drake University. Lori Blackford, adviser.

12. Start-up Magazine Project: Team (14 entries)
Judge: Nina Elder, deputy food editor, Every Day with Rachael Ray.
1st Place: Jack, Ryquiriea Byrd, Michael Pottebaum, Jamie Hausman, Kaylen Ralph, Anna Bolka and Will Guildin, University of Missouri. John Fennell and Erica Babcock, advisers.
2nd Place: Zeitgeist, Kinsey Sullivan, University of North Carolina at Chapel Hill. Linda Brinson, adviser.
3rd Place: REVIVE, Kayla Alewel, Karee Hackel, Bridget Kapp, Anne Koncki, Harriet White and Elizabeth Burns, University of Missouri. John Fennell and Erica Babcock, advisers.

13. Start-up Magazine Project: Individual (13 entries)
Judge: Kevin P. Keefe, vice president-editorial, publisher, Kalmbach Publishing Co. in Waukesha, Wisconsin, publisher of hobby and special interest magazines.
1st Place: Jest, Rachel Weeks, Drake University. Jeff Inman, adviser.
2nd Place: Unique, Bianca Lovera Lopez, Drake University. Jeff Inman, adviser.
2012-2013 Magazine Division Officers

Head  Jacqueline Marino, Kent State University
Vice Head and Programming Chair  Elizabeth Fakazis, University of Wisconsin-Stevens Point
Research Chair  Elizabeth Hendrickson, University of Tennessee-Knoxville
Teaching Chair  Susan Currie Sivek, Linfield College
PF&R Chair  Kevin Lerner, Marist College
Newsletter Editor  Sheila Webb, Western Washington University
Contest Co-Chair  Carol Holstead, University of Kansas
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SE Colloquium Chair  Erin Coyle, Louisiana State University
Social Networking Chair  Jeff Inman, Drake University
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