

Magazine Matter

AEJMC Magazine Division Newsletter

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Note from the Division Head



Elizabeth Farakas
Wisconsin-Stevens Point

Our annual conference is almost here!

Peruse this issue of the newsletter to find an easy-to-reference pullout of our terrific conference programming, the award winners of our annual competition, a feature story by one of the contest winners, previews of the Magazine Marathon and our research panels, kudos, and more.

Thanks to all who helped arrange this full slate of varied events — to Kevin Lerner, Miglena Sternadori, and Sandra Mardenfeld for organizing new panels, the off-site luncheon, the graduate student social, and the much-loved Teaching Marathon in its traditional form; to Lori Blachford and Joy Jenkins who reached out to professors, professionals, and graduate students whose work involves magazines, so that we can welcome both friends and new members when we meet; to Carol Holstead and Pam Nettleton who organized the 2014 Magazine Contest; and to Jeff Inman who ensured a strong presence on the social networks.

Note: Thanks also to **Miglena Sternadori** for shepherding the *Journal of Magazine and New Media Research* through a very successful year. After serving first as assistant editor and then editor in chief, Miglena will be leaving the journal in August. We are seeking someone with deep and broad knowledge of magazine research, attention to editorial detail, and strong connections in our academic field to step in. The journal is devoted to advancing research, knowledge, and understanding of magazines and new media and the pedagogy related to those areas. It is published twice a year. If you are interested in applying for the position or in recommending someone, please contact me at lfakazis@uwsp.edu.

See the 2014 AEJMC
**Magazine
Division
Programming**
pullout section on
pages 10 and 11.

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Fading Legacy: The Dwindling of America's Small Towns

By Meagan Flynn, Drake

This article features Esie Eiler, the last resident of Monowi, Neb. At 80 years old, she holds steadfast to her piece of the wavering American heartland.



For the first time, we are republishing an award-winning article from our 2014 magazine competition. Originally published in *Urban Plains*, Fall 2013, this article by Drake student Meagan Flynn won in the Consumer Magazine—People, Consumer Magazine—Places, and Consumer Magazine—Feature categories. Thanks to Lori Blachford for supplying the article and permissions. Photo credit: Andrea Crowley.

It's happy hour inside the Double K Bar in Lynch, Neb., population: 271. Save for the blaring TV showing a Western, the bar is quiet and mostly vacant. Two plaid-shirted men settle in for Saturday night at a front booth, and the bartender washes glasses with a towel.

The two beer drinkers are big guys—members of a motorcycle club called the Nite Owls—with beards thick as a gob of cotton candy. Their club's headquarters is seven miles up the road in a once-upon-a-town called Monowi, Neb., population: 1.

In the one-person town there is one bar, Monowi Tavern, where the Nite Owls meet before long rides. There is one abandoned hilltop church and one library, the size of a middle-class family's living room. Along what used to be Main Street—now a tall-grass jungle—one pale blue two-story house is still standing in spite of its shattered

windows and imminent dilapidation. In its would-be yard, there is a tricycle missing a wheel and a basketball hoop with a crusty net—the only reminders that these sad structures were once warm homes with freshly cut backyards. Caved roofs and craters in the floors have victimized other ghost homes. In one, a '70s-style Kenmore stove is falling into the earth among glossy, scattered magazine pages, as if a husband and wife had flipped through them the night before leaving for good.

Behind the tavern and behind the library, there is one trailer home with one Chevy Blazer parked outside. Eighty-year-old Esie Eiler lives here.

Last weekend, the Owls had an all-day four-wheeling ride in the backfields and drank late into the night in Esie's bar, where she works 10 to 12 hours every day but Monday. She cooked upwards of 20 lunches to feed

the burly men midway through their ride.

"Elsie down there, you ain't gonna find no better people than that," Dennis, one of the bearded motorcyclists, says.

Monowi was population 2 from the late '90s until 2004, when Esie's husband, Rudy, died of cancer. Eighty years earlier, in the '30s, almost 150 people populated the rural railroad town. There was a time when Monowi was big enough for grocery stores and a post office, a bank and two schools. And then the population dwindled, like it has in every other rural town across the America's heartland—until there was only Esie.

"She's gone, the town's dead," Dennis's motorcycling partner says.

At exactly 9 a.m., Esie is descending the two steps from her trailer, holding her wooden walking stick. After her wide-mouthed smile simmers down, traces of it still persist in the wrinkles on her cheeks.

She makes her way to the Monowi Tavern, passing Rudy's Library—home to her husband's personal collection of over 5,000 books, something he was only months short of living to see. Next door is the leaning, old general store that's been vacant since after World War II. And a few more steps lead to Monowi Tavern's rickety front door. She unlocks it, standing next to ads for Viceroy's and Bel-Airs old as 1960 on the small front window, and opens for business. After 42 years of the same routine, punctuality becomes less a habit than it is part of her internal clockwork.

By default, Esie is the town's

mayor. She talks about paying the bills as if it's a collective effort: "Our main cost is our well for water. We have a water system—and of course now it's down to the point I'm the only one using it. And then we have four . . . I call 'em streetlights. There's four lighting the town." Each year, Esie the bar owner sends in her liquor license to the state for renewal, and the state sends it back for Esie the town clerk to sign and approve. Esie the cook cuts her own steak from the loin and handcrafts her thick burgers, while Esie the bartender is less sophisticated: "I tell everybody, this is pretty much beer country through here," she says. Anyone looking for a fancy mixer is in the wrong bar. Its floor is sanded plywood; its wooden walls are smooth dark panels, decorated with memorabilia that spans decades. Bar stools are round and leather-seated. Chairs at the five tables look like those you might find in a school auditorium. The roof leaks. The latrine is outside. But for folks in every neighboring town, some dozens of miles away, Esie's alcove is a dine-out staple.

Visitors from across the country and even the oceans have come to the world-famous tavern—mostly thanks to abundant publicity and the media's deep captivation in Esie's story. The Today Show has been here and so has CBS Sunday Morning. In 2010, Larry the Cable Guy brought over a thousand people to help restore the town's tiny library and the gravel road.

"I don't understand the fascination, really," Esie says. She'd like to remember all her visitors, but she's not too good with names. So she has a guest book for them to sign. There are visitors from Switzerland, Dublin,

Alaska, Denmark, Norway. . .

To prepare for today's business, first she takes the money out of the only working drawer of the bar's original, pre-1900 cash register and counts last night's earnings. It was a late one. Some men didn't finish their last beers until close to midnight, so Esie didn't get to bed until close to 1AM. She drank a pot of coffee this morning to wake herself up, like she does every morning. She has another cup when Barry, her first customer of the day at 10, comes in for a farm-work break.

"How's your calfin' business goin', Barry?" Esie asks.

Barry's farm is just a hike up the two-lane highway, half-hidden behind the rolling hills and tall prairie grass. Where Barry tends to his cattle is where Esie once did, too. Barry is farming the land that Esie grew up on.

Her family moved to Monowi when Esie, the youngest of five, was just a year old. Though she grew up during the Great Depression, it was a glorious time to be a kid in Monowi. About 50 kids lived in town, and during the summertime, they played in creeks and rolled down hills. At school, kindergarten through eighth grade learned in one room—where Esie taught for a year after she graduated high school—while the teenagers had their own building. The high school would be gone and merged with Lynch's by the time Esie was old enough.

On Saturday nights, they went into town—Lynch, that is—for fabulous dances, where a husband-wife duo and maybe a guitarist provided free entertainment. On Sunday mornings, the family dressed their best for ser-



vice at the Methodist church, which, in its faded gray wood, is still holding its own at the top of the hill behind Elsie's trailer. Its last funeral was for Elsie's father in 1960. On summer Sunday afternoons, Elsie went to ball games while her father kept count behind the plate. And in the evenings, a neighbor hosted dinner and card night.

"I knew we didn't have money, but we didn't need it," Elsie says. "I was as happy as the next one. I thought I was as rich as everybody else."

She and Rudy had been friends all throughout their childhood—they met when she was in second grade and he in third. When Elsie was a senior in high school, Rudy was deployed to France during the Korean War. Elsie promised she'd wait for him. He came home early after both his parents passed away, and he and Elsie married not long afterward in 1954. He finished off his enlistment at an Air Force base in Omaha, where the newlyweds lived for less than a year. "Neither of

us wanted to live there or in any city," she says. "We were country kids. We wanted to come back."

Their hometown wasn't as big as it was when they were kids, but it was just as comfortable and easy—good for raising a family. There was still the grade school and plenty of kids. They lived on the farm until their daughter Rene was 10 and son Jack was 8. After some dry years and bad luck, the Eilers left the farm so Rudy could pursue a better job opportunity. The farm changed hands a few times, but now in 2013, here's Barry, keeping it from falling victim to big corporate farming—keeping the old way of things alive out here in the sticks, where old things survive the test of time and ignore the rest of the world's

beckoning call for change.

What happened to Monowi is happening in nearly every rural town of the heartland. It's happening slowly—through generations.

On a trip through rural Nebraska, you might see it in the two-digit numbers on the city limit signs; in the one-cell Andy Griffith jailhouses; in the Main Streets that are dirt; and in the decrepit, boarded-up buildings that once hosted prospering business—that is, before better opportunities in bigger places magnetized the next generation and nailed the door shut.

What's happening is rural America's gradual demise.

And it's the story that so many of the big name news organizations, fascinated with Elsie's one-woman-show, miss.

"There are so many places that are hollowing out on that slow spiral of

decline," says Rutgers sociology professor Patrick Carr, who co-authored *Hollowing out the Middle: The Rural Brain Drain and What It Means for America*. "That is new, and I think it should concern us because small towns are an indelible part of the American landscape. Without them, the nation is just not complete."

In the Census Bureau's 2009 investigation into the Great Plains' depopulation, it found that, while populations in metropolises like Omaha more than tripled from 1950 to 2007, 244 of the 376 counties across the Plains experienced sharp decline. Sixty-nine lost more than half their populations. Most had more deaths than births, and 60 percent saw their maximum populations before 1950.

Carr explains two primary reasons for this emptying of the heartland: the lack of opportunity and the agricultural decline.

"America has really changed dramatically in the last 30 years," he says. "There are less people needed in agriculture and a loss of industrial jobs. Those two things just generally have reshaped opportunity for folks."

Eventually, business owners leave for better sales in metro areas. Farmers leave because mega-farms have bought them out. Families leave so their kids have a better schooling opportunity. Without a gleaming Main Street or functioning school, lights begin to go out in a town. "If you lose either of those things, you are past the point where it becomes very hard to recover," Carr says. "You are on this downward spiral. The school is the nail on the coffin."

It's happening in Lynch right now. Bigger areas are pushing consolidation on Lynch's preschool-12 school. "A lot of people figure, when we lose

our school, some people will move," says Marge Classen, the cashier in Lynch's tiny grocery store. "We don't have any numbers." She shouts to a customer shopping in the back of the store, "How many are in the graduating class, Brenda?"

"Seven?" Brenda responds.

Marge names them off: "James and Bo and Steven. And then you have McKenna and Kelsey and McKayla and Kailey. Yep. Seven. Lynch will be . . . Lynch will be hurtin' if that happens.

"But there will always be people that were born and raised here, have their ranches here. This is just where they'll always stay, just kinda like Elsie. Elsie's been given many opportunities to leave. She doesn't wanna leave."

Elsie speculates that Monowi's depopulation began after World War II. Many young men went off to war and either fell in battle or never returned to Monowi. "But also," she says, "about that time, farms began to get bigger." One-hundred-sixty acres was no longer suitable; 1,600 acres was. Multiple land plots were owned not by a family with roots but by one remote tycoon.

In towns like Monowi, if you aren't a farmer, there isn't much else you can be—unless you commute. For a time, Rudy left home so he could work construction. Elsie found day jobs at bars and cafés. Many left the town permanently in order to find work, but Elsie isn't bitter. "They have to be elsewhere to make a living," she says. "And of course to marry and have a family, you have to have a job. And we just don't have industries."

When Elsie and Rudy bought the tavern from an older couple in 1971,

there were 11 people living in town. The woman who had held down the tavern also kept the post office and small grocery store. But then the U.S. government began eliminating post offices across the country that fall, and Monowi's was among the first to go. The woman boarded up the grocery store shortly after. Its customer base was too small for any profit.

Since then, the most growth they saw was in the mid-'80s when two more families moved in; the population climbed to 22. The future was brighter for Monowi. But then both families left. Over the next decade, the old bid their last. And then Rudy did, too.

Until his last week, he sat at one of the tables in the tavern while Elsie served customers and cooked, working the 12-hour shift on her own. His brother and good friends would stop by in the evening to play cards with him and clink beers. "You take care of yourself," Elsie told him, "and then when you're on your feet again, then I'll take some time off. "We both knew it wasn't gonna happen, but, you know, that's life."

It's 2 o'clock by now, and it's starting to pick up in Elsie's bar. There is a table full of grad students who drove miles from opposite directions to meet in the middle. There are men having sandwiches and beer at the bar, and four others sit at the table.

Two muddy boys come through the side door needing to use Elsie's landline. One of them, Tanner, is her great nephew. He and his college buddy Jeff—seniors at South Dakota State University—got their truck stuck deep in the mud on one of the county line roads a few hours ago. Some-

times, the gravel and mud get so bad that even the toughest Goodyear mega tires can't forge their way through the quicksand. "You can't get to my house if you don't have four-wheel drive," says a farmer at the table named Grant.

Grant is talking with Elsie's friend Marita and her husband, Willard, about how the rain and the snow have made driving out here a perilous hassle. "Don't get off the main road," she tells me. "I twisted Willard's arm to drive. 'Oh, you can do it,' he says. 'It ain't that bad.' Mmmm I don't know . . ."

"There's plenty ice, too," Grant adds.

"That's the worst part," says Marita.

"Well, that's Nebraska," Marita adds—the same way Elsie says "that's life."

A few dirt roads from Monowi in neighboring Bush township is Alford Cemetery, where Rudy is buried and where Elsie will be buried and where most of Monowi's past is buried.

This is where it all comes to rest. "This is home," Elsie says. "So many of 'em wanna be buried out in the cemetery back here. Maybe they haven't been here for 50 years. But this is home. Bring us home."

She could have left like the rest of them at any time. Her daughter Rene lives with her husband in Arizona, and her son Jack lives about 90 miles east in Ponca, Neb., population: 955. Both he and Rene always tell her she is welcome, but she can't spend more than three weeks away from Monowi without feeling homesick.

When Rudy died, most thought she would lock up and leave to live with either of them, that Monowi would

end then and there. “And I said, why?” Elsie exclaims. Monowi’s 0.21 square miles of Nebraska soil became her “niche,” she says. Leaving wasn’t an option. Mostly because, though they aren’t her next-door neighbors, the people she grew up with cling to Monowi and the tavern almost as dearly as Elsie does.

“I’ve got lifelong friends around here,” she says. “Friends I’ve known since—I can’t even remember when I didn’t know ’em. That’s the people that hold me. It’s not the strangers comin’ through. Seein’ these little families grow up and seeing these kids that I knew as babies growing up and bringing their own babies in. Those kind of things.”

But when Elsie was diagnosed with colon cancer in 2011, it seemed as though Monowi could, really this time, shake hands with ghosts.

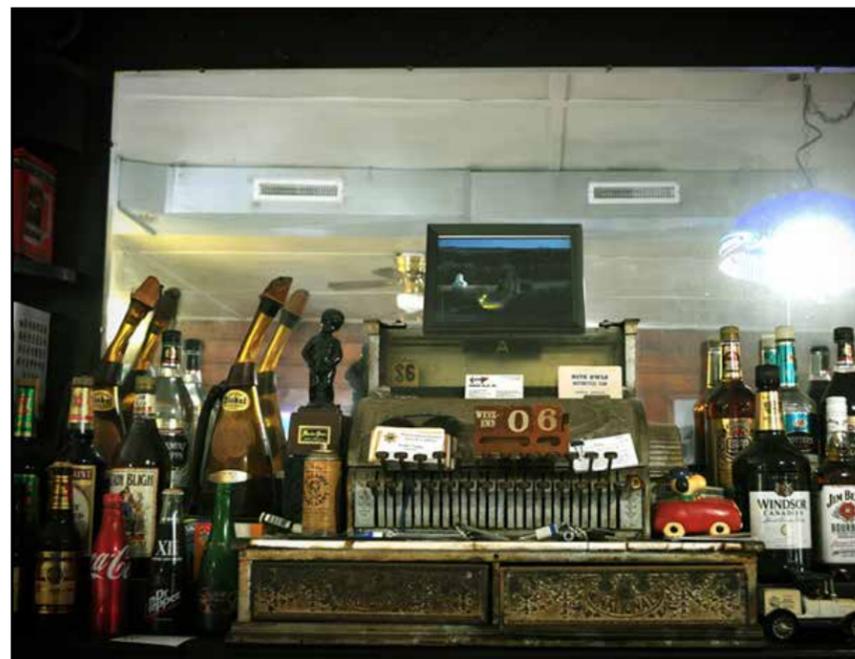
During chemo, she recovered in a matter of weeks with no complication. Elsie wasn’t shocked. “They were all so worried about me,” she said. “But I assured ’em all: I am not the one bit concerned. I knew everything was gonna come out all right.”

Everything is still all right.

Around 3:30 PM, Tanner and Jeff return from pulling their truck out of the mud with a 40-foot metal chain. Mud is splattered on their faces and caked on their jeans, up to their thighs. Hungry, they ask for burgers.

While Elsie the cook gets to work, Grant, Marita and Willard and the men at the bar trickle out, and now Elsie is here among young college kids.

They all have big plans after



school. Tanner lives over in Niobrara, Neb., population: 363, when he isn’t away at college. But he wants to take his biology degree to bigger places, as does Jeff. The grad students are teachers in training; most will go to Omaha.

A few of them shake Elsie’s hand, happy to have visited the world-famous one-woman-show they heard so much about, and they politely place their orders. Elsie returns to their table shortly. She sets the tray of six whiskey shots and two cold ones in the middle of the table. Smiling, she asks them to sign her guest book.

Research Events

By Susan Currie Sivek, Linfield

One of my favorite things about the Magazine Division is the variety of topics covered by our conference events. Just like there’s something for everyone on a well-stocked magazine rack, there’s also something for everyone on our schedule of four fabulous research-related events in Montreal.

First on the schedule, Thursday, August 7, 8:15-9:45 a.m., is a panel called “Under the Covers with Magazine Research: Refining Our Methodologies.” With a title like that, you really must attend. This panel, co-sponsored with Cultural and Critical Studies, will bring together six fantastic panelists, each representing a specific research method. They’ll discuss ways we might improve and deepen our research techniques. One of the panelists, Miglena Sternadori, our very own editor of the *Journal of Magazine and New Media Research*, will share insights she has gained from her work as editor.

For a post-lunch stroll on Thursday, join our poster presenters in the Scholar-to-Scholar session, 1:30-3 p.m. We’ll have three great posters addressing city magazines, environmental messages in magazines, and weight-loss advertisements in magazines. Each of these research projects also addresses bigger questions about the role and purpose of magazines today. You won’t want to miss these researchers’ work.

After starting your day with the Magazine Division, finish it with us as well. On Thursday evening from

5-6:30 p.m., right before our business meeting, we have a stellar panel that will offer insights into the past, present, and future of magazines and magazine curricula. We have two top paper award winners on this panel, as well as a paper that examines where magazines fit in today’s graduate mass communication curriculum. Please join us to learn more about the skillfully crafted and thought-provoking work of these scholars—and then stay for the business meeting, too.

Finally, on Friday, August 8, from 12:15-1:30 p.m., we have one last panel that focuses on women’s magazines, but that also undoubtedly will raise bigger questions about feminism, health, and politics, as well as about how magazines relate to their readers. With three terrific papers on these topics, this panel will be informative and provocative.

We are fortunate as a division to have such dedicated, thoughtful researchers sharing their insights and work with us. I look forward to seeing you at these events in Montreal!

Pre-Conference Lunch

By Kevin Lerner, Marist

According to Craig Silverman, the history of magazines and the rise of fact checking are intimately intertwined, and their future may be as well. Silverman, the editor of the recently released *Verification Handbook* and the newspaper corrections bible *Regret the Error*, and a faculty member at the Poynter Institute, will give a luncheon talk about that history at the AEJMC Conference in Montreal, Quebec on Thursday, August 7, from 11:45 a.m. – 1:15 p.m. The luncheon is open by RSVP only, and Magazine Division members have priority access.

The *Verification Handbook* provides reporters with tools that Silverman says are central to the process of journalism, but that are occasionally only touched upon in journalism education. Though the handbook focuses on breaking news and social media verification techniques, Silverman’s talk will start with the history of fact checking and its relationship to the development of magazines, before he discusses some of the best ways to integrate the latest verification techniques into the journalism curriculum. He plans to bring along some verification training videos that will be released sometime after the conference.

The luncheon will be held in a private room at Bier Markt, a restaurant that is a short walk away from the conference hotel. Although the event is by invitation only, there may be a few spots available. Email kevin.lerner@marist.edu for more information.

The Era of Texting Threatens Interview Skills

By David Sumner, Ball State

Confession: I have 140 unlisted-to-voice-mail messages on my cellphone,” wrote Alexandra Petri in a *Washington Post* column on June 23. “I really should listen to them. Odds are that between October 2012 and now, one of these messages was important,” she said.

What possible justification could anyone have for not listening to 140 voice mail messages? Her answer?

“It’s just that I live by the Millennial Code, which can be summarized in the phrase: ‘If it mattered, he’d have texted.’”

The interesting observation about Petri’s quote is that she did not interview a single source or offer any factual evidence for her assertion, “If it mattered, he’d have texted.” The whole piece was written in her first-person voice.

Every year, I face increasing difficulty in getting students to do telephone interviews, much less face-to-face interviews. They seem petrified by the thought of calling up a stranger and initiating a conversation. I have to cajole, threaten and require a minimum number of interviews to get an A—and then stick by that decision in the face of their complaints.

A generation of students has come of age using Facebook, Instagram, Twitter, text messaging, instant messaging and every conceivable form of electronic communication except a personal conversation.

“Scary” is how author John Brady, a former Ohio University adjunct, describes the prevalence of e-mail interviews and reliance on Internet research among his students. Brady, author of *The Interviewer’s Handbook*, wrote, “Interviewing is the key to effective feature writing.

Without enough interviews, reporters are writing on empty. I feel so strongly about this problem, I wrote a book about it.”

Myron Struck, a news service editor in Washington, D.C., told me, “Eight of 10 interns who have come to us over the past four years from journalism programs do not know how to conduct face-to-face interviews.” He encourages teachers to discourage or refuse to accept e-mail interviews.

I’ve found two ways to deal with the problem. First, I require a minimum number of face-to-face interviews, telephone interviews or both. That is, however, an imperfect solution and students will find ways around it. One way is getting “cheerleader quotes.” These quotes sound something like this: “Yes, he’s a won-

Good interviewing requires emotional intelligence, the ability to generate trust and to get people to open up.

derful person,” or, “I really like doing this, and do it all the time.” These answers display no genuine insight into the person or issue they are talking about. Students will also interview their “backyard sources” – friends and relatives and other convenient sources, instead of tracking down genuine experts.

The best way to deal with the problem is to demonstrate to students the advantages of face-to-face interviews and why they always create fresher, more original stories. Face-to-face interviews generate freshness, color and originality that Internet research can’t duplicate. They cover numerous topics in a relatively short period of time. You have the advantage of spontaneous answers to questions you never

thought to ask. You can push harder to get the source to answer difficult questions. People you interview in person can offer extra sources of information—reports, photos, letters, books—that you never get from a telephone or e-mail interview.

My most memorable recent telephone interview came last year with Peter Devereax, a former Marine and marathon runner, who is a victim of male breast cancer. I was writing a story for the *Saturday Evening Post* and read about him in some online articles. I found his number, called him up cold, and he readily agreed to be interviewed. We talked for twenty minutes. I will never forget this quote: “I’ve run 15 or 20 marathons. Now I feel lucky just to be able to walk. I just keep moving and keep fighting.”

He would have never made that quote in an e-mail or text message. It came spontaneously as a result of the rapport we developed on the telephone.

Some people feel self-conscious about poor grammar or spelling ability and don’t reply to non-essential e-mail. Or they only offer terse replies. Influential people get hundreds of e-mail messages daily and may brush you off if they reply at all. E-mail also gets lost because of technical problems and disappears when a server is down, a power outage occurs, or the sender makes a typographical error in the address. The most common excuse I hear from students about not getting interviews is, “He never replied to my e-mail.” I reply, “Hello? Just pick up

the telephone and call.”

Throughout my journalism career, I have interviewed an estimated 300 or 400 people. These experiences have given me the richest and deepest memories of my career. With each one I gained new interviewing skills and insights into the human condition.

Interviewing is not a mechanical or even an intellectual skill. There are no “10 easy steps” to a good interview. Good interviewing requires emotional intelligence, the ability to generate trust and get people to open up.

Gay Talese, the Pulitzer Prize winning author, wrote in his memoir, *A Writer’s Life*, “I believe face-to-face contact is necessary because I want not only a dialogue but a visual sense of the interviewee’s personal features and mannerisms, as well as the opportunity to describe atmospherically the setting in which the meeting took place.”

Petri also wrote, “The only people who still use their smartphones to place calls to live humans are our parents, who use them to call our grandparents’ land lines.”

I don’t think so. I haven’t found anything yet more effective than the interview to reach people’s hearts and get them to reveal to you what’s really on their minds.

14 Tips to Improve Your Classes A Preview of the 2014 Teaching Marathon

By Sandra Mardenfeld, Long Island

In just 70 minutes, you can become a better teacher.

That’s the goal of this year’s Teaching Marathon panel, which has appeared at AEJMC since the 2009 convention.

“The Teaching Marathon has been popular for several years because it’s a fun way to exchange a variety of teaching ideas in a short time,” said Magazine Marathon founder Carol B. Schwalbe, Arizona, who is doing a presentation on “Creating an Interactive Digital Magazine for the iPad” at the 2014 Teaching Marathon. “Each presenter has only five minutes, which makes the format different from most AEJMC panels. Everyone goes home with a stack of handouts to use in the classroom.”

The Magazine Division has co-sponsored the Teaching Marathon with the VisCom Division since 2011. “We have a number of Magazine Division members who also belong to VisCom and co-sponsoring is an efficient way to use our programming time,” explained Magazine Division Liaison for the Teaching Marathon, Sammie Johnson, Trinity.

This year’s panel received more responses to division calls for panelists than Johnson and VisCom liaison Matt Haight, Memphis, could use. The number of contributors was limited to 14. “Participating helps me keep my own teaching fresh,” said Sheila Webb, Western Washington. “This year, I am showcasing an assignment that asks students to research target audiences and to then pitch five ideas that directly relate to meeting the

needs of their proposed audience.” Webb found that in her class, “Magazines—Design to Publication,” students often pitch ideas only toward the demographic of their own age group and rarely research their material. “It’s important for them to understand all the components that go into a magazine prospectus, especially how to target an audience.”

David Sumner, Ball State, encounters some similar problems when teaching his advanced magazine writing class. “The biggest problem many students have is not with writing the stories, but recognizing a good story when they see it. In his presentation, “Six Narrative Themes,” he discusses the six nonfiction narrative themes that help his students recognize that great stories exist all around them.

After the presentations, there will be 20 minutes for audience questions.

“I always walk away with several ideas that I put into action immediately because the suggestions are streamlined and practical,” said Johnson. “That makes this program very beneficial to beginning as well as established teachers.”

Webb added, “The Marathon offers insight into a wide range of teaching strategies in a dynamic and fast-paced fashion. There is something for everyone—writing and editing tips, design tips, using images to provoke a discussion of ethics—so it can benefit anyone in the Division. The tradition of this panel being standing-room-only testifies to this.”

Magazine Division Programming AEJMC Montreal 2014

WEDNESDAY, AUGUST 6

8:15 am – 9:45 am / 028

Teaching Panel Session

Half Teacher, Half Coach:

Project Learning and Interdisciplinary Course Design

Moderating/Presiding: Jill Van Wyke, Drake

Panelists:

Rich Gordon, Northwestern

Sharon Bloyd-Peshkin, Columbia College Chicago

Seth Gitner, Syracuse

Jacqueline Marino, Kent State

Jeff Inman, Drake

1:30 pm – 3 pm / 066

Teaching Panel Session

Rewiring the Ivory Tower:

How to Incorporate Multimedia into Writing Courses

Moderating/Presiding: Carol B. Schwalbe, Arizona

Panelists:

Mindy McAdams, Florida

Ann Schierhorn, Kent State

Jill Van Wyke, Drake

Thom Lieb, Towson

5 pm – 6:30 pm / 096

PF&R Panel Session

Food Magazines: Strategies for Survival

Moderating/Presiding: Ellen Gerl, Ohio

Panelists:

“Taste of Home: Will Its Loyal Community Follow It Online?”

Sheila Webb, Western Washington

“Recipe for Success: How Food Network Magazine Rose to the Top”

Sammye Johnson, Trinity

“How Digital is Changing the Food Writing Game”

James Shahin, Syracuse

“Lucky Peach and the Revisionist Food Literati”

Judy Polumbaum, Iowa

THURSDAY, AUGUST 7

8:15 am to 9:45 am / 122

Invited Panel Session

Under the Covers with Magazine Research:

Refining Our Methodologies

Moderating/Presiding: Madeleine Esch, Salve Regina

Panelists:

Carolyn Kitch, Temple

Miglena Sternadori, South Dakota, editor, *Journal of Magazine and New Media Research*

Carol Schwalbe, Arizona

Glenn Leshner, Missouri

Jane Marcellus, Middle Tennessee State

Kalen Churcher, Niagara

11:45 am to 1:15 pm / 140

Off-site Luncheon

Fact Checking, Verification, and Corrections in the Age of Instant Media

Moderating/Presiding: Kevin Lerner, Marist

Speaker:

Craig Silverman, Poynter Institute, author, *Regret the Error and Verification Handbook*

1:30 pm to 3 pm

Refereed Paper Research Session

Scholar to Scholar

“‘Lose the Weight in Half the Time’: Dominant Messages in a Decade of Diet and Weight Loss Magazine Advertisements”

Suman Mishra, Southern Illinois

Rebecca Kern, Manhattan College

“Environmentalism in Transition: Defining an Identity in the Pages of Membership Magazines”

Suzannah Evans, North Carolina at Chapel Hill

“Public Roles and Private Negotiations: Considering City Magazines’ Public Service and Market Functions”

Joy Jenkins, Missouri

Discussant: Ellen Gerl, Ohio

3:15 pm to 4:45 pm / 170

PF&R Panel Session:

Bridging Cultures: Montreal’s Bilingual Publications

Moderating/Presiding: Miglena Sternadori, South Dakota

Panelists:

Julia Cyboran, associate publisher, *Loulou*

Claude Laframoise, style editor, *Loulou*

Wah Keung Chan, editor of *La Scena Musicale*

Martin Masse, publisher, *Quebecois Libre*

Sophie Banford, publisher, *Chatelaine*

5 pm to 6:30 pm / 182

Refereed Paper Research Session

Top Research Papers and the Magazine Curriculum

Moderating/Presiding: Carol Zuegner, Creighton

“Libelous—But True: Another Look at Butts v. Curtis Publishing”*

David E. Sumner, Ball State

“Fashionable Feminism or Feminist Fashion? Women’s Strife for Equality as Portrayed in *Cosmopolitan* and *Vogue*”**

Mandy Hagseth and Miglena Sternadori, South Dakota

“Debating the Mass Communication Graduate Curriculum: Where Can We Study the Magazine Form?”

Carolyn Lepre, Marist

Discussant: Lyle Olson, South Dakota State

* Top Faculty Paper

** Top Student Paper

6:45 pm to 8:15 pm / 196

Business Session

Members’ Meeting

Moderating/Presiding: Elizabeth Fakazis, Wisconsin-Stevens Point

8:30 pm to 10 pm / 211

Business Session

Division Professional of the Year Award and Social

Elizabeth Fakazis, Wisconsin-Stevens Point

FRIDAY, AUGUST 8

8:15 am to 9:45 am / 243

Teaching Panel Session:

Teaching Marathon: 14 Tips in 70 Minutes

Presiding: Sammye Johnson, Trinity

Moderating: Matt Haught, Memphis

Panelists:

Story Ideas and Pitches

“It Takes a Village” Approach to Story Development

Andi Stein, California State, Fullerton

Highs, Lows and Epiphanies

Ellen Gerl, Ohio

The Idea Blender

Lori Blachford, Drake

Writing

Teach Writing with an Essay Exam

Lyle Olson, South Dakota State

Travel Writing the Five Senses

Melissa Nurczynski, Kutztown

Six Narrative Themes

David E. Sumner, Ball State

Creating Magazines and Multimedia Packages

Know Your Competition

Sheila Webb, Western Washington

Creating an Interactive Digital Magazine for the iPad

Carol B. Schwalbe, Arizona

Training Writers and Designers to Think Graphically

Magazine Division Programming AEJMC Montreal 2014

Matt Haught, Memphis

Dispelling the Mystery of Illustration

Nicole Smith Dahmen, Oregon

Student Learning and Assessment

Infographics for Effective Syllabus Design

Tara Mortensen, South Carolina

Assessment Techniques for Photography

Timothy R. Gleason, Wisconsin Oshkosh

Using Screenflow for Multimedia Feedback on Student Work

Quint Randle, Brigham Young

Managing Student Teams by Building Camaraderie and Cohesion

Jim Kelly, Indiana

12:15 pm to 1:30 pm / 254

Refereed Paper Research Session:

Magazines’ Messages for Women

Moderating/Presiding: Susan Currie Sivek, Linfield

“Sisterhood is Powerful: A Model for How Women’s Lifestyles Magazines Foster a Distinct Intimate Relationship”

Andrea Hall, Florida

“The Women’s Magazine Diet: A Content Analysis of Nutrition and Fitness Articles in Women’s and Women’s Health Magazines”

Chelsea Reynolds and Susan LoRusso, Minnesota

“Ruth Ebright Finley and *The Guidon*: The Conservative Feminism of a National Political Women’s Magazine During the Depression”

Kathleen Endres, Akron

Discussant: Aileen Gallagher, Syracuse

8:45 pm to 10 pm / 321

Off-site Social: Graduate Student Divisional Social

Hosting: Elizabeth Fakazis, Wisconsin-Stevens Point

SATURDAY, AUGUST 9

9:15 am to 10:45 am / 336

Teaching Panel Session

Teaching the New Narrative

Moderating/Presiding: David Abrahamson, Northwestern

Panelists:

Mitzi Lewis, Midwestern State

Lisa Phillips, SUNY-New Paltz

Aileen E. Gallagher, Syracuse

Brent E. Huffman, Northwestern

Matt Bean, managing editor, *SI.com*

And the Winners Are: Magazine Contest 2014

By Carol Holstead, University of Kansas

Congratulations to the winners of the 2014 Student Magazine Contest. This year we had 270 entries from 28 universities.

This is the 19th year I have coordinated the contest. Still, I am amazed by the generosity of our volunteer judges, some of whom have re-upped many years. (Dick Stolley, the founding editor of *People* magazine has judged since 2003.) They make thoughtful and instructive, and sometimes hilarious comments. They send them to me, and then revise them and send them again because, well, they're editors for the most part. I wish we could do more to show our gratitude than just say "thank you." I'd like to meet them all and throw them a party. (New York annual conference, anyone?).

1. Consumer Magazine Article: Places (19 entries)

Judge: **Scott Stuckey**, editor of *The Science Teacher*; author of *National Geographic's Ultimate Field Guide to Travel Photography* (<http://amzn.to/11u2y19>) and former managing editor of *National Geographic Traveler*.

1st Place: "City Limits," by **Meagan Flynn**, Drake University. Jeff Inman, adviser

2nd Place: "From the Ashes," by **Rebecca Melnyk**, Ryerson University. Tim Falconer, adviser

3rd Place: "Silenced," by **Yunita Ong**, Northwestern University. David Abrahamson, adviser

2. Consumer Magazine Article: People (41 entries)

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

1st Place: "Sex and (Dis)ability," by **Kevin Dubois**, University of Missouri. Heather Lamb and John Fennell, advisers

2nd Place: "It's a Sting Operation for Bug Professor," by **Michaela Kane**, University of Arizona. Carol Schwalbe, adviser

3rd Place: "Life After Near-Death," by **Alyssa Howard**, Northwestern University. Karen Springen, adviser

Honorable Mention: "City Limits," by **Meagan Flynn**, Drake University. Jeff Inman, adviser

Honorable Mention: "Addicted," **Melanie Stone**, DePaul University. Amy Merrick, adviser

3. Consumer Magazine Article: Investigation and Analysis (22 entries)

Judge: **Kurt Chandler**, editor of *Milwaukee Magazine*

1st Place: "The Fire," by **Noelle Graves**, Boston University. Caryl Rivers, adviser

All student winners receive certificates. First-place winners receive checks for \$100. I will distribute these at our annual conference during the Magazine Division Member's Meeting, 6:45 p.m. – 8:15 p.m., Thursday, August 7.

If you are attending the conference, please do your best to make the meeting or find me so I can give you your certificates. If you are not attending and have a colleague attending, please let me know their names. Otherwise, I will mail certificates to you when I get home.

Thanks to Pam Nettleton, my contest co-coordinator, who helps find our great judges.

2nd Place: "From the Ashes," by **Rebecca Melnyk**, Ryerson University. Tim Falconer, adviser

3rd Place: "Life Sentence, De Facto," by **Meagan Flynn**, Drake University. Jeff Inman, adviser

Honorable Mention: "Pumped Up Kicks," by **Kelsey Johnson**, Drake University. Jeff Inman, adviser

Honorable Mention: "The Credibility Gap," by **Daniel Sellers**, Ryerson University. Tim Falconer, adviser

4. Consumer Magazine Article: Service and Information (11 entries)

Judge: **Travis Jennings Brown**, associate editor at *Esquire*

1st Place: "Doc Dynasty," by **Vox Magazine staff**, University of Missouri. Heather Lamb, Mary Kay Blakely, and Jennifer Rowe, advisers

2nd Place: "Tech Junkies," by **Emily Wickwire**, Northwestern University. David Abrahamson, adviser

3rd Place: "Not Your Mama's Manicure," by **Imani Mixon**, Northwestern University. Karen Springen, adviser

Honorable Mention: "How Merlot Can You Go," by **Vox Magazine staff**, University of Missouri. Rob Weir, David Reed, and Nina Furstenuau advisers

Honorable Mention: "Varicose Veins: Not All Vanity," by **Dan Desrochers**, University of Arizona. Carol Schwalbe, adviser

5. Consumer Magazine Article: Feature (44 entries)

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

1st Place: "City Limits," by **Meagan Flynn**, Drake University. Jeff Inman, adviser

2nd Place: "iWitness," by **Miro Rodriguez**, Ryerson University. Tim Falconer, adviser

3rd Place: "Free To Be Me," by **Claire Landsbaum**, University of Missouri. Heather Lamb and Mary Kay Blakely, advisers

Honorable Mention: "They're Not Fine," by **Megan Jones**, Ryerson University. Tim Falconer, adviser

6. Consumer Magazine Article: First Person (26 entries)

Judge: **Seth Porges** is a freelance writer who contributes to *InStyle*, *Fast Company*, *Forbes*, *Men's Journal*, *Maxim*, *Rolling Stone*, *Popular Mechanics*, and *Mashable*.

1st Place: "My Upright Life," by **Christina Bucciere**, Kent State University. Jacqueline Marino, adviser

2nd Place: "Head Games," by **Nick Shook**, Kent State University. Jacqueline Marino, adviser

3rd Place: "I Was a Teenage Anti-Abortion Apologist," by **Luc Rinaldi**, Ryerson University. Tim Falconer, adviser

Magazine Contest 2014

Continued from page 13

7. Specialized Business Press Article (10 entries)

Judge: **Sandi Wendelken**, editor, RadioResource Media Group.

1st Place: "Coffee Fungus Affects Small Farms," by **Nicole Thill**, University of Arizona. Lisa Button, adviser

2nd Place: "Solar Power Along the U.S.-Mexico Border," by **Cinthia Guillen**, University of Arizona. Lisa Button, adviser

3rd Place: "Wrong Numbers," by **Ronan O'Beirne**, Ryerson University. Tim Falconer, adviser

8. Online Magazine (12 entries)

Judge: **Abby Gardner**, web director at *Cosmopolitan* and *xoJane*

1st Place: *Powerless: Six Stories from the 2013 Michigan Ice Storm*, **Alena Davis, Josh Drzewicki, Lauren Evasic, Cody Harrell, Alexa McCarthy** and **Sally Zimmerman**, Michigan State University. Jennifer Ware, adviser

2nd Place: *The Second Wind*, **Kyle Campbell, Jordan Mueller, Jordyn Timpson, Stefan Kubus**, Michigan State University. Darcy Greene, adviser

3rd Place: *Think*, **Rachel Weeks**, Drake University. Jeff Inman, adviser

Honorable Mention: *Drakemagazine.com*, **Sami Smith**, Drake University. Lori Blachford, adviser

9. Single Issue of an Ongoing Print Magazine: Design (24 entries)

Judge: **Roger Black** owns Roger Black, A Narrative Design Studio, which designs and redesigns print and digital publications. Most recently he was at Edipresse in Hong Kong, redesigning the *Asian Tatler* magazines

1st Place: *Klipsun Magazine* "Balance," **Mindon Win**, editor-in-chief, **Adam Bussing**, designer, Western Washington University. Stephen Howie, adviser

2nd Place: *Echo*, **Alyson Wakeman** and **Hannah Rebernick**, art directors, Columbia College Chicago. Sharon Bloyd-Peshkin and Zach Dodson, advisers

3rd Place: *Vox Magazine* (Party Like It's 1969, 4-10-14), University of Missouri. Heather Lamb and Mary Kay Blakely, advisers

Honorable Mention: Housing Guide 2014, **James Gardner, Brad Davis, Brett Bertola, Jennifer Foote** and **Thomas Busath**, Brigham Young University. Steve Fidel, adviser

Honorable Mention: *The Annual*, **Morgan DeBoest**, Drake University. Jeff Inman, adviser

Honorable Mention: *Southeast Ohio*, **Kaitlyn Richert**, design director, Ohio University. Ellen Gerl, adviser

Honorable Mention: *Fourteenth Street Magazine*, **Kayla Devon**, editor-in-chief, **Shauna Bannan**, creative director, Temple University. Laurence Roy Stains, adviser

10. Single Issue of an Ongoing Print Magazine: Editorial (16 entries)

Judge: **Peter Moore**, editor of *Men's Health Magazine* and *Men's Health* iPad edition.

1st Place: *Echo*, **Sam Bohne**, managing editor, Columbia College Chicago. Sharon Bloyd-Peshkin and Zach Dodson, advisers

2nd Place: *Two Magazine*, **Miranda Facer, Britania Busath, Shelby Hintze, Aubrey Greene, JJ Knechtel, James Gardner, Brad Davis, Brett Bertola, Jennifer Foote** and **Thomas Busath**, Brigham Young University. Steve Fidel, adviser

3rd Place: *Ryerson Review of Journalism*, **Megan Jones**, Ryerson University. Tim Falconer adviser

11. Single Issue of an Ongoing Print Magazine: General Excellence (26 entries)

Judge: **Sara Austin**, deputy editor of *Cosmopolitan*, winner of the 2014 National Magazine Award for service journalism

1st Place: *Think* (The Wasted Edition), **Rachel Weeks**, Drake University. Jeff Inman, adviser

2nd Place: *SkyView*, University of Arizona. Carol Schwalbe, adviser

3rd Place: *Vox* (True/False issue, 2-27-24), University of Missouri. Heather Lamb and Mary Kay Blakely, advisers

Honorable Mention: *Echo*, **Sam Bohne**, managing editor; **Alyson Wakeman** and **Hannah Rebernick**, art directors, Columbia College Chicago. Sharon Bloyd-Peshkin and Zach Dodson, advisers

Honorable Mention: *Two*, **Miranda Facer, Britania Busath, Shelby Hintze, Aubrey Greene, JJ Knechtel, James Gardner, Brad Davis, Brett Bertola, Jennifer Foote** and **Thomas Busath**, Brigham Young University. Steve Fidel, adviser

12. Start-up Magazine Project: Team (10 entries)

Judge: **Nina Elder**, deputy food editor, *Every Day with Rachael Ray*.

1st Place: *Union*, **Benita Brown, Bethany Christo, Laura Heck, Ted Hart, Allison Pohle, Jessica Lueck, Justin Brisson** and **Janelle Pfeifer**, University of Missouri. John Fennell and Erica Mendez Babcock, advisers.

2nd Place: *Vintage Now*, **Chelsea Bengier, Claire Porter, Caroline Michler, Jamie Hergenrader, Dani Vanderboegh, Breanna Dumbacher** and **Jennifer Liu**, University of Missouri. John Fennell and Erica Mendez Babcock, advisers.

3rd Place: *True North*, **Josephine Yurcaba, Andrew Stern, Alex Dixon, Katharine McAnarney, Emily Wiggins, Zach Potter, Meredith Hamrick** and **Laurie Beth Harris**, University of North Carolina at Chapel Hill. Linda C. Brinson, adviser

Honorable Mention: *Vertical Floor*; 2014 Magazine, Newspaper, and Online Journalism Graduate Capstone Class, Syracuse University. Melissa Chessher, adviser

Honorable Mention: *Wander*, **Meredith Burns, Leslie Ann Blake, Betsy Church, Jacqueline Kantor, Anna Starnes, Thea Ryan** and **Jamie Gnazzo**, University of North Carolina at Chapel Hill. Linda C. Brinson, adviser

13. Start-up Magazine Project: Individual (9 entries)

Judge: **Kevin P. Keefe**, vice president-editorial, publisher, Kalmbach Publishing Co. in Waukesha, Wisconsin, publisher of hobby and special interest magazines.

1st place: *Minimal Living*, **Hali Ortega**, Drake University. Lori Blachford, adviser

2nd place: *Beat Scene*, **Kayli Kunkel**, Drake University. Lori Blachford, adviser

3rd place: *Simply Political*, **Steff Thomas**, University of Mississippi. Samir Husni, adviser

Honorable Mention: *Esteem*, **Selchia Cain**, Drake University. Lori Blachford, adviser

Kudos

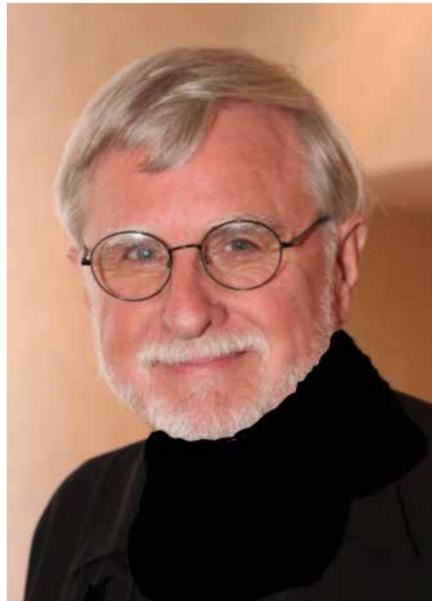
A civil rights exhibit created by **Ann Schierhorn**, Kent State, will receive a national Award of Merit from the American Association for State and Local History in September 2014.

"They Led the Way" chronicles the stories of eight students who desegregated public schools in Tallahassee, Fla., in the 1960s. The interactive exhibit and an accompanying magazine feature the photography of David LaBelle, director of photojournalism at Kent State. The exhibit premiered at the John G. Riley Museum in Tallahassee. It was the only Florida exhibit to win an award.

Sammye Johnson, Trinity, presented "Global Truths about Magazines: Nine Inherent Values" at the Southwest Fulbright Symposium sponsored by the Fulbright Association in July 2014. The conference, titled "Transcending Borders," attracted scholars who spoke about international research projects that had been funded by the U.S. Department of State's Bureau of Educational and Cultural Affairs. Johnson spent the 2011 fall semester as a Fulbright Scholar teaching and doing research about magazines at Aalto University in Helsinki, Finland.

Sandra Mardenfeld, Long Island, won The Society of Professional Journalists/Press Club of Long Island Award—Second Place, Best Narrative: Home and Garden Article for an article in *Newsday*, "At Home in the Past."

Professional of the Year Shirrel Rhoades



Shirrel Rhoades is an expert on the magazine industry. His many titles have included "editor," "writer," "publisher" and "vice president." Now, he advises other experts as a consultant.

In a nomination letter, 2007 Educator of the Year David E. Sumner said Rhoades has been "a wonderful friend and mentor" ever since the two met in 2005. Prior to co-authoring *Magazines: A Complete Guide to the Industry* with Sumner, Rhoades worked as a layout artist, a magazine writer, an editor and a critic. He has been an associate publisher of *Harper's Magazine*, a vice president for business development for the Reader's Digest Association, and a vice president of consumer marketing for Charter Publishing, which

was then the publisher of *Ladies' Home Journal*, *Redbook*, and *Sport* magazines. Rhoades has also launched several magazines, including Scholastic, Inc.'s *Family Computing* magazine, and *Cricket*, a children's literary magazine. For 17 years, he taught magazine courses at New York University.

He is also a humble guy. "After a half century in magazine publishing, I can look back with some satisfaction," Rhoades says. "I wasn't curing cancer. But informing, entertaining, and inspiring people is not a bad way to spend your career."

Rhoades is also a former executive vice president of Marvel Entertainment and publisher of *Marvel Comics*. He has authored many books, including *Comic Books: How the Industry Works*, and *A Complete History of American Comic Books*.

Rhoades, who lives in Key West, Fla., is a publishing consultant for magazine and newspaper companies, including *Harvard Health Newsletters*, Disney Publishing, *MAD* magazine and Grupo OPSA in Honduras. In 2013, he started a virtual publishing company, Absolutely Amazing eBooks.

Please **join us** as we honor Rhoades in a program immediately after the division's business meeting at **6:45 p.m. Thursday, August 7**.

2013-2014 Magazine Division Officers

Head	Elizabeth Fakazis , University of Wisconsin-Stevens Point
Vice Head	Kevin Lerner , Marist College
Research Chair	Susan Currie Sivek , Linfield College
Teaching Chair	Sandra Mardernfeld , Long Island University
PF&R Chair & Journal Editor	Miglana Sternadori , University of South Dakota
Newsletter Editor	Sheila Webb , Western Washington University
Social Networking Chair	Jeff Inman , Drake University
Membership Chair	Lori Blachford , Drake University
Contest Co-Chair	Carol Holstead , University of Kansas
Contest Co-Chair	Pamela Nettleton , Marquette University
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