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

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 floors have victimized other ghost homes. In one, a ’70s-style Kenmore stove is falling into the earth among gossipy, 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 Cheyler Blazer parked outside. Eighty-year-old Esie Eiler lives here.

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.

This article features Esie Eiler, the last resident of 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 gossipy, 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 Cheyler 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 Elsie’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 Elsie.

“She’s gone, the town’s dead,” Dennis’s motorcycling partner says.

For the first time, we are republishing an award-winning article from our 2014 magazine competition. Originally published in Urban Plans, 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.

Her family moved to Monowi when Elsie, 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 Elsie 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 Elsie 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-
The rural heartland is changing. It’s happening slowly—penning in nearly every rural town of the heartland. It’s happening in Lynch right now. “America has really changed dramatically in the last 30 years,” says Rutgers sociology professor Patrick Carr, who co-authored his gradual demise.

What happened to Monowi is happening in nearly every rural town in 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 businesses—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.

“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 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.”

“We both knew it wasn’t gonna happen, but, you know, that’s life.”

“I don’t know . . .”

“Th’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.”

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 latrine. 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-
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 worried about me,” she said. “But they were all so worried about me,” she said. “But I assured ’em all: I am not the one bit worried about me.”

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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.

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.

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 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!
C

The Era of Texting Threatens Interview Skills
By David Sumner, Ball State

Confession: I have 140 unlis-
tened-to-voice-mail messages on my cell phone," 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 Millen-
nial 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 in-
terview 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
decide to interview, much less face-
to-face interviews. They seem petrified
by the thought of calling up a stranger and
initiating a conversation. I have to
persuade, threaten and require a mini-
mum 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 mes-
saging 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.

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

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
director in Washington, D.C., told me, "Eight of 10 interns who have come to us
over the past four years from jour-
nalism 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 mini-
mum number of face-to-face inter-
views, telephone interviews or
both. This is, however, an imperfect
solution and students will find ways
around it. One way is getting "cheer-
leader quotes." These quotes sound

something like this: "Yes, he's a won-
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 talk-
ing 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 prob-
lem is to demonstrate to students the
advantages of face-to-face interviews and why they always create fresher,
more original stories. Face-to-face inter-
views generate trust and to get people to open up.

Petri also wrote, "The only people
who still use their smartphones to
place calls to interview people are our par-
ents, who use them to call our grand-
parents' 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.

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 tele-
phone.

Some people feel self-conscious
about poor grammar or spelling abil-
ity 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 journalistic 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
gility to generate trust and to get people to open up.

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 Division founder Carol B.
Schwalbe, Arizona, who is doing a presentation on "Creating an Interac-
tive Digital Magazine for the iPad" at
the 2014 Teaching Marathon.

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Schwalbe, Arizona, who is doing a
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This year’s panel received more re-
plies to division calls for panelists
than Johnson and VisCom liaison Matt
Johnson. "That makes this program
streamlined and practical," said
Barbara Schwalbe, Arizona, who is doing a
donor to Division calls for panelists.
The Magazine Division has co-spon-
sored the Teaching Marathon with the
VisCom Division since 2011. "We
have a number of Division members
who use this each year, and VisCom
coodors an efficient way to use our programming time," explained Magazine Division Liaison
for the Teaching Marathon, Sammye
Johnson, Trinity.

This year’s panel received more re-
plies to division calls for panelists
than Johnson and VisCom liaison Matt
Haight, Memphis, could use. The
total 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 then pitch five ideas that
directly relate to meeting the
needs of their proposed audience." Webb said that in her class, "Magazine—Design to Publication," stu-
dents 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 maga-
azine 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
tales 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 imme-
diately 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."
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 Stuecky, editor of The Science Teacher, author of National Geographic’s Ultimate Field Guide to Travel Photography (http://amzn.to/1lu2yY9) and former managing editor of National Geographic’s 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 Rebecca Melnyk, Ryerson University. Jeff Inman, adviser
Honorable Mention: “City Limits,” by Meagan Flynn, Drake University. Jeff Inman, adviser
Honorable Mention: “Addicted,” by 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.

Honorable Mention: “Suffrage and Franchise,” by Miro Rodriguez, Ryerson University. Tim Falconer, adviser

2nd Place: “From the Ashes,” by Rebecca Melnyk, Ryerson University. Tim Falconer, adviser
3rd Place: “City Limits, 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: Phil Swanson, associate editor at Esquire
1st 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 Furstenau 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 Buciere, 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

7. Specialized Business Article (10 entries)

1st Place: “Coffee Fungus Affects Small Farms,” by Nicole Thill, 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, digital director at Cosmopolitan and xoJane
1st Place: Powerless: Six Stories from the 2013 Michigan Ice Storm, Alena Davis, Josh Drezwicki, 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


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
2nd Place: Echo, Alyson Wakeman and Hannah Rebernick, art directors, Columbia College Chicago. Sharon Floyd-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 Richeert, 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


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 Floyd-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


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: Ira (True/False issue, 2-27-14), 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 Floyd-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.
2nd Place: Vintage Now, Chelsea Bengier, Claire Porter, Caroline Milchner, 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 Chesher, adviser
Honorable Mention: Wander, Meredith Burns, Leslie Ann Blake, Betsy Church, Jacqueline Kantor, Anna Starnes, Thea Ryan and Jamie Gnazer, 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, HaI 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
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.