Note from the Division Head

Magazine Division folks! We are in the final weeks now before the conference begins in San Francisco. Susan Currie Sivek has put together what I think is the strongest week of programming the Magazine Division has put together. You’ll find her summary of it, as well as the complete rundown, elsewhere in this issue.

As you can, I hope that you’ll attend as many of these panels and presentations and the terrific magazine tour that Sharon Bloyd-Peshkin has put together, but I also hope that you will come to our business meeting on Saturday evening. Not only will we be honoring our Educator of the Year, Carol Holstead, but we will also be conducting some important business.

As you may remember, there has been a proposal for the last year or two to change the name of our division to reflect our vitality and the broad scope of research, teaching, and professional activity that we encompass. At our meeting, we will finally vote on that change. The leading candidate so far has been the Division of Magazine Media, reflecting the Magazine Publishers Association’s change to MPA: The Association of Magazine Media. We have also considered other proposals that make our broad scope even clearer, such as the Magazine, Longform, and Lifestyle Media Division. The executive committee of the division will make its recommendation and call for a motion to vote at the meeting.

We also plan to vote on some changes to our bylaws, which were last updated in 1998. The committee will circulate the proposed changes, which bring things in line with our current practices, two weeks before the meeting, so that you can have a chance to look them over before you vote.

Lastly, I’d like to thank all of the officers and chairs and editors who have served the division over the last year. When I assumed the position of Division Head, past heads assured me that the hardest part of the job was assembling the team that would do all of the actual work. That has proved to be completely true. I look forward to seeing all of you, officers and membership, in San Francisco.
T he Magazine Division’s San Francisco program-
ning reflects the wealth of magazine-related activities in the Bay Area. Thanks to the terrific ideas and
connections of our members, we have an especially strong set of PF&R panelists this year — though our teaching
and research representation are also fabulous. Please refer to the summaries recently sent out, to the AEJMC
program, or to this newsletter for full schedule details, as well as for additional descriptions of the panels.

You’ll have a variety of opportunities to hear from magazine professionals at the conference — and even in their
natural habitats, thanks to tours coordinated by Sharon Bloyd-Peshkin, with the assistance of other Division members
who suggested magazines and provided contacts. On Wednesday, August 5, we’ll enjoy a preconference
day of tours to the offices of Sierra, Mother Jones, and Wired. On Thursday, August 6, you can also tour the
offices of CNET (and possibly another magazine yet to be confirmed). There may still be space available to par-
ticipate in these tours, so please email Sharon at speshkin@colum.edu for information.

Three other panels will introduce you to professionals from women’s magazines and tech magazines, while
also addressing concerns related to research and teaching. The “Behind the Pages of Women’s Magazines: Professionals and Researchers Converse” panel on Thursday will generate insights through dialogue between these two groups. Friday morning’s panel “Tech Magazines Lead the Way to Digital Platforms: Lessons, Opportunities, Forecasts” will focus on digital publishing, now and in the future, and includes panelists from IDG, Maker Media, and CNET. And finally, the “Silicon Valley: Media Savior — Or Saboteur?” panel will inquire into how new publishing technologies affect our teaching and students’ prospects, and stars professionals from Mother Jones, Wired, Google News, and Medium.

San Francisco’s program also presents many chances to enhance your teaching. Whether it’s learning more about teaching social media (both within magazine courses and elsewhere) at Thursday’s “Going Pro: Teaching Students to Use Social Media as Professional Communicators”; examining “Six Ways to Design Collaborative Courses for Digital Publications and Interactive Media” on Saturday; or critically examining the question “Does Branded Content Belong in a Journalism Curriculum?” on Sunday, you’ll find something new to challenge and improve your instruction. And, of course, the ever-popular Teaching Marathon on Saturday will quickly introduce you to nine new possibilities for your courses.

And finally, the Magazine Division’s researchers continue to shine with compelling, diverse research on our
favorite medium. Thursday morning’s panel “The Future of Magazine History: Research Perspectives and Prospects” will set the stage by offering five visions for advancing research on this medium. Our refereed research panel on Thursday afternoon will demonstrate four unique studies selected in our research competition. Friday’s research panel will focus on “Creation of Community in the Magazine Form: Legacy to Online” and features five researchers’ perspectives on that key aspect of this medium. On Saturday, be sure to stop by the Scholar-to-
Society Scholarship midday to see another fascinating magazine research project. Then, before our members’ meeting on Saturday evening, you’ll definitely want to attend our top papers session to hear about the highest-ranked studies from the research paper competition. Research presentations in San Francisco range from apps to ethics to sexuality to space exploration — but always with a magazine twist.

Many thanks to all those who have contributed to and will participate in this terrific program. I’m looking for-
toward to seeing everyone there!

Having a brief intermission, the annual Professional Development Tour of [choose your city] Magazines will resume again this year in San Francisco.

This quasi-annual event was founded in New York by Barbara Reed, associate professor of journalism and media studies at Rutgers University.

Each year it was offered, a group of intrepid professors visited numerous magazines over the course of several days, talking shop with editors, publishers, and other staffers.

Findings were shared in various places, including Magazine Matter, the AEJMC Magazine Division website, and the Journal of Magazine & New Media Research.

This year, the tour will take place just before the AEJMC conference. Confirmed visits include Mother Jones, Sierra, and WIRED on August 5, and CNET on August 6. Additional magazines may be added after this issue of Magazine Matter comes out.

If you’d like to join the 2015 Tour of San Francisco Magazines, contact Sharon Bloyd-Peshkin, associate professor in the department of Communication and Media Innovation at Columbia College Chicago, at speshkin@colum.edu.
**Magazine Division Programming**

**AEJMC San Francisco 2015**

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**WEDNESDAY, AUGUST 5**

9:30 a.m. to 10:45 a.m.

Off-Site Event

**Teaching Panel:**

Organizer: Sharon Floyd-Peshkin

9:30 a.m. to 11 a.m.: Sienna

12:30 a.m. to 2 p.m.: Mother’s Jones

3 p.m. to 4:30 p.m.: WIREDD

**Teaching Panel:**

Carolyn Kitch, Berkley Hudson, Missouri

Moderating/Presiding:

Aileen Gallagher, Syracuse

**Refereed Paper Research Session:**

3:15 p.m. to 4:45 p.m.

Organizer: Magazine Division and Small Programs Interest Group

10 a.m. to 11:30 a.m.

Northwestern

Elizabeth Bonner, Alabama


Elizabeth Hendrickson, Ohio

“The Uses and Gratifications Theory and the Future of Print Magazines”

Elizabeth Bonner, Alabama

“Looking Westwards: Men in Transnational Men’s Magazine Advertising in India”

Suman Misra, Southern Illinois, Edwardsville

Discussant: Susan Carrié Steve, Linfield

5 p.m. to 6:30 p.m.

Panelists:

Miglena Sternadori, Texas Tech

Stacey Hust, Washington State

Janet Ozzard, Executive Editor, Baby Center

Miranda Crowell, Deputy Editor, Sunset

**THURSDAY, AUGUST 6**

8:15 a.m. to 9:45 a.m.

Magazine Division and Small Programs Interest Group

Teaching Panel:

Organizer: Marcia Prior-Miller, Iowa State

Panelists:

David Abrahamson, Northwestern

Berkeley Hudson, Missouri

Elliot King, Loyola, Maryland

Carolyn Kitch, Temple

Abe Peck, Northwestern

10 a.m. to 11:30 a.m.

Magazine Division and Small Programs Interest Group

Teaching Panel:

Organizer: Lisa Weidman, Linfield

Panelists:

Kathy Previs, Eastern Kentucky

Darren Sweeney, Central Connecticut State

Yumi Wilson, San Francisco State

Carol Zuegner, Creighton

1 p.m. to 2:30 p.m.

Off-Site Event

**Teaching Panel:**

Organizer: Sharon Floyd-Peshkin

1 p.m. to 2:30 p.m.: CNET

3:15 p.m. to 4:45 p.m.

Referred Paper Research Session:

The Future of Magazines: Expanding Boundaries

Moderating/Presiding: Aileen Gallagher, Syracuse


Elizabeth Bonner, Alabama

“App Assets: An Exploratory Analysis of Magazine Brands’ Digital Drive for Audience Attention”

Elizabeth Hendrickson, Ohio

“The Uses and Gratifications Theory and the Future of Print Magazines”

Elizabeth Bonner, Alabama

“Looking Westwards: Men in Transnational Men’s Magazine Advertising in India”

Suman Misra, Southern Illinois, Edwardsville

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Panelists:

Miglena Sternadori, Texas Tech

Stacey Hust, Washington State

Janet Ozzard, Executive Editor, Baby Center

Miranda Crowell, Deputy Editor, Sunset

**FRIDAY, AUGUST 7**

8:15 a.m. to 9:45 a.m.

Magazine and Communication Technology Divisions

Research Perspectives and Prospects

Moderating/Presiding: Lisa Weidman, Linfield

Panelists:

Jon Phillips, editor-in-chief, IDG Consumer and Small Business

Rafe Needleman, editor-in-chief, Maker Media

Connie Goggins, editor-in-chief, CNET News

1:30 p.m. to 3 p.m.

Magazine Division and Internships and Careers Interest Group

Moderating/Presiding: Scott Fordeck, San José State and Rachele Kanigel, San Francisco State

Panelists:

Clara Jeffery, Editor, Mother Jones

Robert Capps, Editorial Director, Wired

Stacie Chan, Community Manager, Google News

Evans Hansen, Head of Content Labs, Medium

**3:30 p.m. to 5 p.m.**

Panelists:

International Magazine Editors

Moderating/Presiding: Aileen Gallagher, Syracuse

“Film and Television References Across Cultures”

Alia Yunis, Zayed

“What We Talk About When We Talk About Paraphrasing”

Aileen Gallagher, Syracuse

“The Ethics of Common Sense: Considering the Ethics of Decision-making Processes of Freelance Magazine Journalists”

Joy Jenkins, Missouri

“Sexuality and Relationships in Cosmopolitan for Latinas Online and Cosmopolitan Online”

Chelsa Reynolds, Minness

“Pictures: A Semiotic Analysis of City and Regional Magazine Cover Images”

Joy Jenkins and Keith Greenwood, Missouri

“A News Literacy Tool”

I’m Vain: A News Literacy Tool

Stacie Chan, Mother Jones

“When We Talk About When We Talk About Paraphrasing”

Aileen Gallagher, Syracuse

“Film and Television References Across Cultures”

Alia Yunis, Zayed

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Chelsa Reynolds, Minness

“Pictures: A Semiotic Analysis of City and Regional Magazine Cover Images”

Joy Jenkins and Keith Greenwood, Missouri

**SATURDAY, AUGUST 8**

12:15 p.m. to 1:30 p.m.

AEJMC Refereed Paper Research Session: Scholar-to-Scholar — Magazine Division

Moderating/Presiding: Bob Britten, West Virginia

Panelists:

Teaching Multimedia Narrative: Taking ‘My Text’""""

Lisa Phillips, SUNY at New Paltz

“Five-First-Parent Roles: Teaching the ‘I’ as a Character”

Vanessa Gregory, Mississippi

“Photos Beyond Borders: Visual Presentation from a Global Perspective”

Elizabeth Bonner, Alabama

“Looking Westwards: Men in Transnational Men’s Magazine Advertising in India”

Suman Misra, Southern Illinois, Edwardsville

Discussant: Susan Carrié Steve, Linfield

**SUNDAY, AUGUST 9**

12:45 p.m. to 2:15 p.m. / Teaching Panel Session:

Does Branded Content Belong in a Journalism Curriculum?

Moderating/Presiding: Elizabeth Hendrickson, Ohio

Panelists:

Beth Egan, Syracuse

Patrick Howe, California Polytechnic State University
The Student Magazine Contest results are complete in our first-ever online contest. There were some kinks, but the online portal worked well and was easy to use. Next year, I will make some changes. I may have print magazines sent to me, at least in the Design and General Excellence categories, and I will send them to judges because judges expressed a desire to see print copies. Certainly, now that I have done the front-end production, the online contest will be easier for me to manage.

Fewer schools entered fewer entries—203 entries total. My hope is that next year, most schools will make the leap and enter the contest.

1. Articles: Places (16 entries)
   Judge: Scott Stuckey, editor of The Science Teacher, author of National Geographic’s Ultimate Field Guide to Travel Photography and former managing editor of National Geographic Traveler.
   1st Place: “Our Blue Highways,” by Vox Staff, Missouri. John Fennell, Sara Shipley Hiles, Heather Lamb and Erica Mendez Baboock, advisers
   2nd Place: “Lessons in the Outdoors,” by Ali Herman, Northwestern. David Abrahamson, adviser
   3rd Place: “Stepping Up to a Legacy,” by Yuri Han, Northwestern. David Abrahamson, adviser

2. Articles: People (29 entries)
   Judge: Richard B. Stolley, senior editorial adviser at Time Inc. and founding editor of People.
   1st Place: “The Girl With the Golden Heart,” by Rebecca Dell, Missouri. John Fennell, Heather Lamb, and Sara Shipley Hiles, advisers
   2nd Place: “Notes from the Underground,” by Joey Fening, Missouri. John Fennell, Heather Lamb and Paige Williams, advisers
   3rd Place: “Prize Fighters,” by Alanna Kelly, Ryerson. Tim Falconer, adviser
   Honorable Mention: “All About Andrew,” by Dana Woods, Kent State. Bruce Zake, adviser

3. Articles: Investigation and Analysis (19 entries)
   1st Place: “The Death Penalty in Missouri from A to Z,” by Advanced Writing class, Missouri. John Fennell, Heather Lamb and Paige Williams, advisers
   2nd Place: “Sticky Fingers,” by Emily Orner and Margaret Mahar, Columbia College Chicago. Sharon Bloyd-Peshkin, adviser
   3rd Place: “Two Seconds in Cudell,” by Chrsisy Suttles, Kent State.

4. Articles: Service and Information (13 entries)
   Judge: Elizabeth Fennner, editor-in-chief of Chicago Magazine
   1st Place: “Roots ‘n’ Blues,” by Vox staff, Missouri. John Fennell and Heather Lamb, advisers
   2nd Place: “Com-Fed Comedy,” by Sarah Whaley and Madison Borgmann, Indiana. Nancy Comiskey, adviser
   3rd Place: “Brunch Time,” by Vox staff, Missouri. John Fennell and Heather Lamb, advisers

5. Articles: Feature (36 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: “Dear Dolly,” by Jenna Fagan, Indiana. Nancy Comiskey, adviser
   3rd Place: “Young MacDonald Has a Farm,” by Maggie Cregan, Syracuse. Aileen Gallagher, adviser
   Honorable Mention: “Where the Wild Things Are,” by Aimee O’Connor, Ryerson. Tim Falconer, adviser

6. Articles: First Person (18 entries)
   Judge: Jennings Brown, staff writer at Vouciv, former associate editor at Esquire and Popular Mechanics
   1st Place: “Running Toward Grief,” by Kayli Kunkel, Drake. Jeff Inman, adviser
   3rd Place: “Picky Palates,” by Meredith Kavanagh, Columbia College Chicago. Sharon Bloyd-Peshkin, adviser
   Honorable Mention: “Nightfall,” by Chrissy Suttles, Kent State. Jacqueline Marino, adviser
   Honorable Mention: “Ashe To Dust,” by Taylor Kasper, Missouri. John Fennell, Heather Lamb and Paige Williams, advisers

7. Specialized Business Press Articles (10 entries)
   Judge: Sandi Wendelken, editor at RadioResource Media Group
   1st Place: “Silenced Spring,” by Amanda Panacei, Ryerson. Tim Falconer, adviser
   2nd Place: “Just Plain, Please,” by Rachel Mast, Akron. Kathleen Endres, adviser
   3rd Place: “A Lion in Winter,” by Nicholas Camp, Northwestern. David Abrahamson, adviser
Magazine Contest 2015

8. Online Magazine (6 entries)

Judge: Benjamin Pauker, executive editor of Foreign Policy magazine and co-founder of the Gastronauts, the world’s largest adventurous eating club.

1st Place: Urbanplains.com, Drake. Jeff Inman, adviser

2nd Place: The Newhouse, Syracuse. Aileen Gallagher, adviser

3rd Place: Vox Magazine iPad, Missouri. Sara Shipley Hiles and Heather Lamb, advisers

Honorable Mention: Scientific Tusconan, Arizona. Carol Schwalbe, 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

1st Place: The Peel Literature & Arts Review, Appalachian State. Allison Dyche, adviser

2nd Place: Jerk, March 2015 Issue, Syracuse. Aileen Gallagher, adviser

3rd Place: Fusion, Kent State. Brittany Rees, editor. Bruce Zake, adviser

Honorable Mention: Baked, Spring 2015 Issue, Syracuse. Aileen Gallagher, adviser


Judge: Peter Moore, editor of Men’s Health Magazine and Men’s Health iPad edition

1st Place: Ryerson Review of Journalism, Ryerson. Tim Falconer, adviser

2nd Place: Echo, Columbia College Chicago. Sharon Bloyd-Peshkin, adviser

3rd Place: The Peel Literature & Arts Review, Appalachian State. Allison Dyche, adviser

Honorable Mention: Alpine Living VI, Alabama. Collin Curry, editor. Kim Bissell, adviser


Judge: Michael Caruso, editor-in-chief of Smithsonian Magazine

1st Place: Echo, Columbia College Chicago. Sharon Bloyd-Peshkin, adviser

2nd Place: Vox, “Death Penalty” Issue, 4-16-15, Missouri. Paige Williams, John Fennell, Heather Lamb, and Renee Martin Kratzer, advisers

3rd Place: The Peel Literature & Arts Review, Appalachian State. Allison Dyche, adviser

Honorable Mention: D&M, Drexel University. Nick Cassway, adviser

Carol Holstead — 2015 Professional of the Year

Carol Holstead, associate professor at the White School of Journalism and Mass Communication at the University of Kansas, has been named the Magazine’s Division’s Professional of the Year.

This award commends Carol’s service in promoting and encouraging high quality magazine journalism among college students across the country through her administration of the national Student Magazine Contest. Carol’s contributions to the annual competition support excellence in the teaching of magazine journalism by recognizing and rewarding the most successful magazine journalism teachers.
**My First Day Formula**

By Sharon Bloyd-Peshkin, Columbia College Chicago

Berkeley Hudson won a University of Missouri teaching award. Each year, Kemper Fellowships are awarded to five outstanding teachers at the University of Missouri from among the 2,000-plus faculty. This year is the 25th anniversary of the first William T. Kemper Fellowships for Teaching Excellence. The Fellowship includes a $10,000 check.

“Berkley Hudson is a rare breed,” said John Fennell, associate professor and the Meredith Chair in Service Journalism. “One of his mentors described him as a hothouse orchid — an apt image for a professor who constantly shows his students how beautiful journalism can be. His goal is to inspire confidence in students, to get into their minds and souls, where real, lasting learning happens. He wants to place his indelible mark on students who pass through our corridors so when they leave here they are a testament to my way through a syllabus recitation, followed by listening to my students read them the syllabuses,or go around the room and ask them why they’re taking our class. Neither sets an appropriate tone for engaged learning. Such activities are boring for our students and, quite honestly, for us. Clearly, we can’t begin every course with this activity or it will grow stale and predictable. But other activities can accomplish many if not all of these things, too. The key is working backwards from what you want to achieve. There are many ways to bore our students silly on the first day of class. We can read them the syllabuses, or go around the room and ask them why they’re taking our class. Neither sets an appropriate tone for engaged learning. Such activities are boring for our students and, quite honestly, for us.

Prof. Hudson was also selected as chair of a campuswide committee to address the issue of race relations at Mizzou. This Faculty Council committee of 12 members is designed to identify the problems and the solutions and to offer advice Chancellor R. Bowen Loftin.

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- Choose a partner for this activity.
- Introduce yourself to your partner as the person you will be in five years.
- Describe where you work and what you do there, and explain one project you’re particularly excited to be working on right then. Include as much detail as possible.
- Make sure that you know your partner’s name and preferred gender pronoun.
- Return to the table and introduce your partner to the class.
- Write a short (250- to 300-word) bio of your partner. Print it out and hand it in.

This activity takes less than an hour and accomplishes the following things:

- I know what each student’s aspirations are.
- I learn something about each student’s interview skills.
- I get a writing sample from each student.
- We all learn one another’s names and preferred gender pronouns.
- Everyone is active.
- Everyone’s voice is heard.
- I can connect future assignments to my students’ interests.

So I devised an activity that accomplishes all of these things. Here’s how it works.

1. Choose a partner for this activity.
2. Introduce yourself to your partner as the person you will be in five years.
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**Kudos**

**Magazine Matter**

AEJMC Magazine Division Newsletter

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- [http://aejmcmagazine.arizona.edu/journal.html](http://aejmcmagazine.arizona.edu/journal.html)
"Abrahamson and Prior-Miller's volume is likely to be regarded as the seminal text on the subject for many years to come."
- Richard Lance Keeble, University of Lincoln, UK

The Routledge Handbook of Magazine Research
The Future of the Magazine Form

Edited by David Abrahamson, Northwestern University, USA and Marcia R. Prior-Miller, Iowa State University, USA

Scholarly engagement with the magazine form has, in the last two decades, produced a substantial amount of valuable research. Authored by the leading academic authorities in the study of magazine journalism, the chapters in this new handbook not only create an architecture to organize and archive the developing field of magazine research, but also suggest new avenues of future investigation. Exploration of the digital challenges and opportunities which currently face the magazine world are woven throughout, offering readers both a deeper understanding of the magazine form, as well as the sociocultural realities it both mirrors and influences.

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