

Note from the Division Head



Susan Currie Sivek
Linfield

I'm so looking forward to seeing many of you in Minneapolis in just a few weeks. We'll enjoy an impressive array of panels and conversations, as you'll see from the program details in this newsletter.

You'll notice that many of our panels and research papers relate to a theme of change and redefinition as we strive to fully examine magazine media today. We have many questions to explore together: the "conceptual conundrum" of teaching students how to create longform stories, the search for a useful typology of digital magazine journalism, the challenges of ensuring diversity among magazine staff members, and much more.

While our conference offers the opportunity for provocative conversations around these questions, our division also is going through change and redefinition. As you probably recall, our new name -- the Magazine Media Division -- will take effect soon after our conference, on October 1. In addition, we'll discuss at our members' meeting some potential changes for our divisional journal and vote on a revision of our bylaws to better address its management procedures.

Elizabeth Meyers Hendrickson, our current journal editor, is stepping down from her interim position after taking on the job last year in San Francisco. We are so grateful for her terrific service in this challenging role. While we will miss Elizabeth's leadership in this position, we have a fantastic team ready to take on the editorship responsibilities. Kevin Lerner, our division's immediate past head, will take over the editor role as of August 6. Joy Jenkins, currently our graduate student liaison and membership chair, will add to her titles the role of associate editor. Miglena Sternadori, our vice head and program chair, will continue as book review editor. Carol Schwalbe will remain our managing editor and webmaster.

We'll discuss these changes and more at our members' meeting on Saturday, August 6. Please also encourage your students to attend our joint graduate student coffee gathering at 10:15 a.m., Friday, Aug. 5, at the Muffin Top Café, 1424 Nicollet Ave. This event is designed for graduate students across divisions and interest groups. It should be a fun opportunity for networking and, of course, indulgence in caffeine and baked goods.

I'd like to thank our wonderful Executive Committee for a fantastic year of collaborative, creative and enjoyable effort. I greatly appreciate their hard work and thoughtfulness. And finally, thanks to all of you for making the Magazine (Media!) Division such a welcoming, positive and intellectually stimulating place to be.

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Magazine Division Programming AEJMC Minneapolis 2016

THURSDAY AUGUST 4

10 am – 11:30 am

Community Journalism Interest Group and Magazine Division
[Interviewing the Interviewers: Conducting Ethnography and In-Depth Qualitative Interviews in Newsrooms](#)

Moderating/Presiding: **Sue Robinson**, Wisconsin

Panelists:

John Hatcher, Minnesota-Duluth

Dan Kennedy, Northeastern

Vivian B. Martin, Central Connecticut State

Rachel Somerstein, SUNY New Paltz

11:45 am – 1:15 pm

Small Programs Interest Group and Magazine Division

PF&R Panel:

[Slow Journalism and Why It Matters in an Age of Instant Information](#)

Moderating/Presiding: **Michael Longinow**, Biola

Panelists:

Sara Meyer, Minnesota Public Radio

Berkley Hudson, Missouri

Kaeti Hinck, Investigative News Network (MN)

Susan Currie Sivek, Linfield

1:30 pm – 3 pm

Magazines and Visual Communication Divisions

Teaching Panel: [Teaching Marathon](#)

Moderating/Presiding: **Jim Shahin**, Syracuse

Panelists:

Beyond the Killer Quote: Interviewing and storytelling à la Studs

Terkel: How to Go Beyond the Sound Bite and Truly Listen

Lisa Phillips, SUNY New Paltz

Using Facebook to Engage Students: Posting on Topics Related to Class Discussion to Reinforce Learning and Engage Students

Carol Holstead, Kansas

Simplifying Rubrics for Peer Evaluation: A Measurable Way for Students to Assess Their Work Against Their Peers

Lyle D. Olson, South Dakota State

Looking for Story Ideas in Scholarly Journals: Strategies for Finding and Pitching Stories from Scholarly Journals

Carol B. Schwalbe, Arizona

Five Niches, Five Titles: Exploring the Components of What Makes a Magazine Pitch Successful

Sheila Webb, Western Washington

Live Blogging a National Event: Use Free Digital Tools to Pitch Story Ideas and Publish Multimedia Content Around a Nationally Televised News Event

Aileen Gallagher, Syracuse

Digging the Social Scene: Using Social Media to Help Students

Find Creative Story Ideas

Grace M. Provenzano, Drake

Tap Into the App: Incorporating Advertising TactikPAK™ and Copywriting TactikPAK™ Apps into the Classroom

Margo Berman, Florida International

The Name Game: Connecting Verbal and Visual Messages

Debra Kelley, Minnesota

Enlighten Us, But Make it Quick: Ignite Presentations as a Teaching Tool

Peg Achterman, Seattle Pacific

Use of the Eye Tribe Tracker for Effective Web Page Design

Byung Lee, Elon

A Picture Is Way Worse Than 10,000 Words: A Visual and Verbal Exercise

Brandon Szuminsky, Waynesburg

Loyalty Cards for Instagram: Encouraging Students to Shoot and Post Their Pictures

Mary Angela Bock, Texas

3:15 pm to 4:45 pm

Refereed Paper Research:

[Magazines and Technology across the Eras: Computing, Gaming, and Digitization](#)

Moderating/Presiding: **Carol Schwalbe**, Arizona

“Repairing the Gamer Community: Paradigm Repair in Early Gaming Magazines *Nintendo Power* and *Sega Visions*”

Gregory Perreault and **Malik Rahili**, Appalachian State

“Home Computing’s Halcyon Days: Discourse Frames in Computer Magazines in the mid-1980s”

Terry Britt, Missouri

“Digital Excellence in U.S. Magazines: An Analysis of National Magazine Award Categories and Calls”

Aileen Gallagher, Syracuse

“Millennials and the Future of Magazines: How the Generation of Digital Natives Will Determine Whether Print Magazines Survive”

Elizabeth Bonner and **Chris Roberts**, Alabama

Discussant: **Bob Britten**, West Virginia

5 pm to 6:30 pm

Magazine Division and Small Programs Interest Group

Teaching Panel:

[Longform Journalism and the Conceptual Conundrum](#)

Moderating/Presiding: **David Abrahamson**, Northwestern

Teaching the Unteachable: Conceptualizing Long-Form Stories

David Abrahamson, Northwestern

Establishing Long-Form Journalism in the Curriculum

John Hanc, New York Institute of Technology, and

Mitzi Lewis, Midwestern State

Magazine Division Programming AEJMC Minneapolis 2016

Mapping New Territory: Using Storyboards for Multi-Platform Long-Form Visualization

Elizabeth Hendrickson, Ohio

Building Blocks of Conceptual Thinking: The Step-at-a-Time Approach

Lera Rhodes, Georgia

Springboard to Storytelling: The Scene-Based Essay

Carol Schwalbe, Arizona

FRIDAY, AUGUST 5

8:15 am to 9:45 am

Refereed Paper Research:

Top Papers

Moderating/Presiding: **Kevin Lerner**, Marist

“Magazines and Social Media Platforms: Strategies for Enhancing User Engagement and Implications for Publishers”

Parul Jain, Zulfia Zaher, and Enakshi Roy, Ohio

“*The New Yorker*’s Lillian Ross: The Literary Journalism Canon’s Neglected Eavesdropper”

Annie Rees, Missouri-Columbia

“Towards a Typology of Magazine Digital Longform: How Is Online Literary Journalism Different from Print?”

Aleksandr Gorbachev and Berkley Hudson, Missouri

“Uprising to Proxy War: How Time Inc. and *Newsweek* Framed the Syrian Conflict (2011-2016) from War versus Peace Journalism Perspective”

Nisha Garud, Ohio

Discussant: **David Abrahamson**, Northwestern

10:15 am to 11:30 am

Magazine Division and LGBTQ Interest Group

Graduate Student Coffee Hour

(Off site: Muffin Top Café at 1424 Nicollet Ave.)

11:45 am to 1:15 pm

Entertainment Studies Interest Group and Magazine Division Teaching Panel

Letting Lady Gaga and the Kardashians Do the Teaching: Best Uses of Popular Culture in the Classroom

Moderating/Presiding: **Jim Sernoe**, Midwestern

Panelists:

Nacemah Clark, Elon

Cynthia Nichols, Oklahoma State

Bradford Yates, West Georgia

Sheila Webb, Western Washington

1:30 pm to 3 pm

Community College Journalism Association, Magazine Division Teaching Panel

Medium as a Publishing Platform for College Media

Moderating/Presiding: **Toni Albertson**, Mt. San Antonio College

Panelists:

Pamela Nettleton, Marquette

Carrie Brown-Smith, City University of New York

Aileen Gallagher, Syracuse

3:15 pm to 4:45 pm

Magazine Division and Graduate Student Interest Group

PF&R Research Panel:

Promise and Pitfalls in Magazine Research

Moderating/Presiding: **Carol Schwalbe**, Arizona

Panelists:

Ethnographic Research

Kalen Churcher, Wilkes

Visual Analysis

Carol Holstead, Kansas

Communities of Memory

Carolyn Kitch, Temple

Historical and Literary Journalism Research

Kevin Lerner, Marist

Textual Analysis and Experimental Research

Miglena Sternadori, Texas Tech

SATURDAY, AUGUST 6

7 am to 8 am

Business Session: *Executive Committee Meeting*

Moderating/Presiding: **Susan Sivek**, Linfield College

1:45 pm to 3:15 pm

Entertainment Studies Interest Group and Magazine Division

Research Panel:

The Image of the Paparazzi:

Nightcrawlers and Visual Voyeurs

Moderating/Presiding: **Matthew Ehrlich**, Illinois

Panelists:

Bonnie Brennen, Marquette

Sammye Johnson, Trinity

Andrew Mendelson, City University of New York

Bradford Yates, West Georgia

Programming

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SATURDAY, AUGUST 6 *continued*

3:30 pm to 5 pm

Magazine and Minorities and Communication Divisions

Why Mag Staffs Don't Look Like America and What To Do About It

Moderating/Presiding: **Jim Shahin**, Syracuse

Panelists:

Kyle Huckins, Azusa Pacific

Arlene Morgan, Temple

Pamela Hill Nettleton, Marquette

Vanessa Gregory, Mississippi

7 pm to 8:30 pm

Magazine Division Business Session:

Members' Meeting

Moderating/Presiding:

Susan Currie Sivek, Linfield,

Miglana Sternadori, Texas Tech

9 pm .

Magazine Division

Professional of the Year Reception

Victor Navasky, publisher emeritus of *The Nation*

Location: "The Sanctuary" event space at The Local, 931 Nicollet Mall.

SUNDAY, AUGUST 7

11 am to 12:30 pm

Magazine and Electronic News Divisions

Teaching Panel:

Back-Pocket Journalism: Going Mobile in the Classroom

Moderating/Presiding: **Carol B. Schwalbe**, Arizona

Panelists:

Anthony Adornato, Ithaca

Allissa Richardson, Bowie State

Chris Snider, Drake

Deb Wenger, Mississippi

Magazine Research Panel and Journal "Listening Session"

What is the future of magazine research? Do you want to have a say in where the field is going?

If you want to have your voice heard and join the discussion, set aside the afternoon and early evening of Friday, August 5.

First, at 3:15 p.m. in Marquette IV, join five scholars as they discuss the "Promise and Pitfalls in Magazine Research." Because magazines are a topic, not a discipline, researchers can bring a broad range of approaches to bear on studying them. Kalen Churcher of Wilkes University will discuss ethnographic research; Carol Holstead of the University of Kansas will talk about visual analysis; Carolyn Kitch, from Temple University, will discuss investigating magazines as communities of memory; Kevin Lerner of Marist College will discuss historical and literary journalism research; and Miglena Sternadori of Texas Tech University will discuss experimental research and textual analysis. Carol Schwalbe, former editor of the *Journal of Magazine and New Media Research*, will moderate.

The panelists will also discuss some of the places where magazine research has fallen short or where there are still gaps in the literature, and some of the ruts that researchers fall into.

Immediately following this panel, join the incoming editors of *The Journal of Magazine and New Me-*

dia Research for a "listening session" for the future direction of the journal—a discussion that should flow naturally from the research panel that precedes it.

Some of the questions that the editors would like answered:

- What kinds of research should the *Journal* be soliciting?
- What makes for a publishable essay?
- Should the *Journal* seek to partner with an academic publisher for distribution?
- Should it make industry partnerships?
- Should it publish industry white papers in addition to "pure" academic research?
- Should it seek partnerships with universities?
- What academic associations besides the Magazine Media Division should the *Journal* solicit for submissions?
- Who should be on the *Journal's* editorial board?
- How can the reviewing process best be managed for the sake of reviewers and the quality of the *Journal*?

But the discussion is by no means limited to this. It will be open to anyone with an interest in the future of magazine research.

The place for this discussion will be announced, but it will follow directly after the magazine research panel.

Kudos

Lisa A. Phillips, SUNY New Paltz, has been promoted to *Associate Professor* of Digital Media & Journalism.

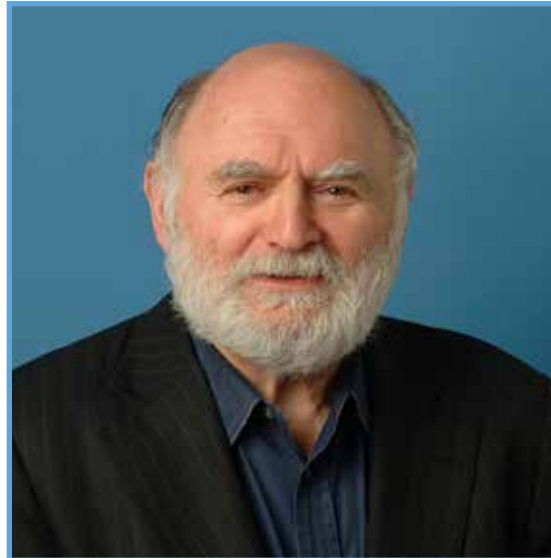
David Sumner has signed a contract with the University of Illinois Press to publish his book: *Fumbled Call: The Untold Story of the Bear Bryant-Wally Butts Football Scandal*. It resulted in the historic Supreme Court decision, *Butts v. Curtis Publishing* in 1967, which expanded the definition of “public figure” in libel cases. He also participated in a panel discussion at the 25th Annual Georgia Bar Media and Judiciary Conference in February and gave a paper at the North American Society of Sport History at Georgia Tech in May.

Sheila Webb, Western Washington, has been promoted to *Professor* in the Department of Journalism. Her monograph on the early years of *Life* magazine, “Creating *Life* — ‘America’s Most Potent Editorial Force,’” was published in the 2016 summer issue of *Journalism and Mass Communication Monographs*. Her article, “Radical Portrayals, Photojournalist Dickey Chapelle on the Front Lines in Cuba,” is in press in *American Periodicals*.

The article by **Joy Jenkins**, Missouri, “Public Roles and Private Negotiations: Considering City Magazines’ Public Service and Market Function,” appeared in *Journalism* in July 2016, volume 17, issue 5.

2016 Magazine Professional of the Year

By **Kevin Lerner**, Marist



where he managed not to place a single article he commissioned during the entire length of his probation period (he was asked back anyway). However, he is almost certainly best known for having led America’s oldest journal of opinion, *The Nation*, as editor, and later as editor and publisher (and even later as publisher emeritus).

This winter, Navasky retired from his post as the director of the Delacorte Center for Magazine Journalism at Co-

The Division of Magazine Media will honor Victor Navasky as its 2016 Magazine Professional of the Year on Saturday, August 6, at The Local, a pub and restaurant one block from the conference hotel.

Victor Navasky got his start in magazines by starting a magazine. As a student at Yale Law School in the mid-1950s, Navasky and some friends decided that the world needed a satirical political magazine, and *Monocle* was born. The “leisurely quarterly” (it came out twice a year) included contributions from Calvin Trillin, Sidney Zion, and even media scholar Neil Postman—and it is not to be confused with the high-end lifestyle magazine that is still publishing today. Not that it would be, if you saw them side by side.

Navasky has also worked as an editor at the *New York Times Magazine*,

lumbia University, where he was also a professor. In addition to his teaching and his responsibilities as the head of the magazine program, Navasky also served as the chairman of the *Columbia Journalism Review*.

Navasky has written or co-written several books including *Kennedy Justice*, *Naming Names*, and a collection of the Delacorte lectures he coordinated, called “The Art of Making Magazines.”

The celebration of Navasky’s career will take place on Saturday, August 6 at 9:00 p.m. CDT, at The Local: 931 Nicollet Mall, in “the Sanctuary.” In honor of Calvin Trillin’s having dubbed him “the wily and parsimonious” Victor Navasky for his “high two figure” freelance pay, The Magazine Media Division asks that you buy your own drink.

And the Winners Are: Magazine Contest 2016

By Carol Holstead, University of Kansas

The 2016 Student Magazine Contest drew 218 entries from 23 universities in the United States and Canada. This year the City and Regional Magazine Association sponsored two categories, Startup Magazine | Team and New Magazine Ideas. CRMA provided \$5,000 in award money, which was split between the categories. New Magazine Ideas is a new category this year. For the third year, the American Society of Business Press Editors sponsored the award for Specialized Business Press Article.

Judges for the contest's 13 categories were publishers, editors, and writers for consumer and specialized business magazines. Judges volunteer their time. Many judges re-up year after year, including Dick Stolley, one of the original editors of *People Magazine*, who, in his 14th year, is the contest's longest running judge. Several other judges have volunteered for three years or more. Contest co-chair, Pamela Hill Nettleton, helps recruit the judges. Judges provide comments that are always insightful and instructive, and show the judges' attentiveness to detail, like this comment from Dick Stolley about the entries in the People Article category:

"The entries this year were most notable for their venturing into new and often difficult areas of journalism, notably

the transgender movement in America, which produced two good stories. Another new subject was Muslim families coming to America and the excruciating problems they have with language, jobs and housing. The reporting in general was good, although in many stories there was a tendency to use everything that was collected, and the result was sometimes ponderous and slow. Just because you have it in your recorder doesn't mean it belongs in the story. The quotes themselves were occasionally allowed to go on too long. Stories aren't conversations. Leads were often lengthy descriptions of a place or scene, lacking the punch that enables a story to grab the reader in the first few words. Grammar was better than ever: only one 'lay' instead of 'lie.' Several of the entries were accompanied by videos and online presentations, indicating an admirable embrace of social media."

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

First place winners in all but the magazine startup categories receive checks for \$100. All winners receive certificates. Both will be presented at an awards ceremony at the AEJMC Conference in Minneapolis on Saturday, August 6, at 7 p.m. during the Division Meeting.

1. Consumer Magazine Article: Places (13 entries)

Judge: **Scott Stuckey**, editor of *The Science Teacher*, author of *National Geographic's Ultimate Field Guide to Travel Photography* (<http://amzn.to/1lu2yl9>) and former managing editor of *National Geographic Traveler*.

1st Place: "Living in a Boomtown," by Vox Staff, University of Missouri. **John Fennell** and **Heather Lamb**, advisers

2nd Place: "Missouri's Main Street," by Vox staff, University of Missouri. **Berkley Hudson** and **Heather Lamb**, advisers

3rd Place: "The Waldon Paradox," by Hugh Ferguson, Syracuse University. **Melissa Chessher**, adviser

2. Consumer Magazine Article: People (34 entries)

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

1st Place: "Family Guy," by Michelle Leone, University of North Texas, **Mark Donald**, adviser

2nd Place: "Second Sight," by Liz Meuser, Indiana University. **Nancy Comiskey**, adviser

3rd Place: "Good Vibrations," by Greta Weber, University of Missouri. **Paige Williams** and **Heather Lamb**, advisers

Honorable Mention: "A Shift in Support," by Anthony Lombardi, Ball State University. **Brad King**, adviser

Honorable Mention: "The Trans \$5,000 Pursuit of Happiness," by Julia Naftulin, Syracuse University. **Harriet Brown**, adviser

Honorable Mention: "Where the Path May Lead," by Allison Chaplin and Ellen Glover, Indiana University. **Nancy Comiskey**, adviser

3. Consumer Magazine Article: Investigation and Analysis (25 entries)

Judge: **Steve George**, vice president, content, at Kalmbach Publishing and former editor of *Discover* magazine

1st Place: "The Adderall Diaries," by Dan Roe, University of Missouri. **Berkley Hudson** and **Heather Lamb**, advisers

2nd Place: "Hot Mess," by Viviane Fairbank, Ryerson University. **Tim Falconer**, adviser

3rd Place: "Seeking Safe Haven," by Julianne Stanford, University of Arizona. **Carol Schwalbe**, adviser

4. Consumer Magazine Article: Service and Information (15 entries)

Judge: **Alison Gwinn**, freelance writer, former executive editor of *Parade*.

1st Place: "Roots n Blues and n BBQ Festival" by Vox staff, University of Missouri. **Jennifer Rowe**, **John Fennell** and **Heather Lamb**, advisers

2nd Place: "Gear Up for Camp True/False," by Vox staff, University of Missouri. **Jennifer Rowe** and **Heather Lamb**, advisers

3rd Place: "100 Years Outdoors," by *Magazine of Southern Indiana* staff, Indiana University. **Nancy Comiskey**, adviser

Honorable Mention: "Fork In the Road," by *Magazine of Southern Indiana* staff, Indiana University. **Nancy Comiskey**, adviser

5. Consumer Magazine Article: Feature (38 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: "Wrecked: The Consuming Obsession with a 300-Year-Old Ship Lost in the Great Lakes," by Anne Arntson, Lizz Giordano, Bryce Gray, Sarah Kramer, Eunice Lee, Joanne Lee, Coral Lu, Lee Won Park, John Rosin, Alice Yin and Jia You, Northwestern University. **Patti Wolter**, adviser

2nd Place: "Small Town Strong," by Colton Warren, Drake University. **Jeff Inman**, adviser

3rd Place: "Where the Path May Lead," by Allison Chaplin and Ellen Glover, Indiana University. **Nancy Comiskey**, adviser

Honorable Mention: "Second Sight," by Liz Meuser, Indiana University. **Nancy Comiskey**, adviser

6. Consumer Magazine Article: First Person (16 entries)

Judge: **Marissa Stephenson**, senior editor at *Men's Journal*.

1st Place: "Can't Fix What Isn't Broken," by Blythe Alspaugh, Kent State University. **Ann Schierhorn**, adviser

2nd Place: "Ten Missing Letters: The line between forgiveness and an alcoholic father," by **Danielle Elliott**, Northwestern University. **David Abrahamson**, adviser.

3rd Place: "What My Mom's Multiple Sclerosis Has Taught Me," by Abbey Schubert, Northwestern University. **Karen Springen**, adviser.

Honorable Mention: "Where Scripture Meets Pasture," by Cole Norum, Drake University. **Jeff Inman**, adviser

Magazine Contest 2016

Continued from page 7

7. Specialized Business Press Article (11 entries)

Judge: **Amy Fischbach**, writer and field editor for *Transmission and Distribution World*. President of the American Society of Business Press Editors. Award sponsored by ASBPE.

1st Place: "Healthy Skeptic, by Elena Gritzan, Ryerson University. **Tim Falconer**, adviser

2nd Place: "Collateral Damage," by Eternity Martis, Ryerson University. **Tim Falconer**, adviser

3rd Place: "Out of Touch," Kat Eschner, Ryerson University. **Tim Falconer**, adviser

Honorable Mention: "Dope Me Up, America," by Kelly Boutelle, Northwestern University. **David Abrahamson**, adviser.

8. Online Magazine (7 entries)

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

1st Place: *Ball Bearings Magazine*, Ball State University. **Brad King**, adviser

2nd Place: *TheNewsHouse.com*, Syracuse University. **Jon Glass**, adviser

3rd Place: *The Burr Magazine 2016*, Kent State University. **Ann Schierhorn**, adviser

Honorable Mention: *Urban Plains*, Drake University. **Jeff Inman**, adviser

9. Single Issue of an Ongoing Magazine: Design (10 entries)

Judge: **Roger Black** owns Roger Black, A Narrative Design Studio, which designs and redesigns print and digital publications.

1st Place: *Drake*, Drake University. Susanna Hayward, art director. **Jeff Inman**, adviser

2nd Place: *The Burr Magazine 2016*, Kent State University. **Ann Schierhorn**, adviser

3rd Place: *2016 D&M Magazine*, Drexel University. **Nick Cassway**, adviser

Honorable Mention: *A Magazine*, Kent State University. **Ann Schierhorn**, adviser

10. Single Issue of an Ongoing Magazine: Editorial (13 entries)

Judge: **Christina Shanahan**, senior editor at *InStyle* magazine.

1st Place: *The Annual*, Drake University. Emily Gregor, editor. **Jeff Inman**, adviser

2nd Place: *Drake*, Drake University. Melissa Studach, editor. **Jeff Inman**, adviser

3rd Place: *Vox Magazine*: Mizzou: It's Time to Talk, University of Missouri. **John Fennell** and **Heather Lamb**, advisers

Honorable Mention: *2016 D&M Magazine*, Drexel University. **Nick Cassway**, adviser

11. Single Issue of an Ongoing Magazine: General Excellence (21 entries)

Judge: **Scott Burton**, executive editor of *ESPN The Magazine*.

1st Place: *Drake*, Drake University. Melissa Studach, editor. **Jeff Inman**, adviser

2nd Place: *Marist Fashion Magazine*, Marist College. **Melissa Halvorson**, adviser

3rd Place: *Mayborn Magazine*, University of North Texas. **Mark Donald**, adviser

Honorable Mention: 2016 D&M Magazine, Drexel University. **Nick Cassway**, adviser

12. Start-up Magazine Project: Team (6 entries)

Judge: **Ray Paprocki**, general manager of *Dispatch Magazines*, **Nikki Wood**, president and editorial director of *Marin Magazine*, and **Bruce Gaultney**, publisher of *Austin Monthly*. Award sponsored by City and Regional Magazine Association.

1st Place: *Spent*, created by Taylor Lower, Abby Kass, Brianna Schroer, Megan Bedford Scott Germanetti, Rachel Jelinek and Matt Hellman, University of Missouri. **John Fennell**, adviser

2nd Place: *Upbringing*, created by Brianna Arps, Dominique Feldman, Veronica DeStefano, Ben Kothe, Shy Hardiman, Alex Bond and Kayla Piedimonte, University of Missouri. **John Fennell**, adviser

3rd Place: *Prologue*, created by Sam Minor, Danny Net, Taylor Noel, Sara Salinas, Janell Smith, Eric Surberr and Elizabeth Tablazon, University of North Carolina at Chapel Hill. **Linda Brinson**, adviser

13. New Magazine Ideas (7 entries)

Judge: **Ray Paprocki**, general manager of *Dispatch Magazines*, Nikki Wood, president and editorial director of *Marin Magazine*, and Bruce Gaultney, publisher of *Austin Monthly*. Award sponsored by City and Regional Magazine Association.

1st Place: *Hewn*, created by Hannah Pierangelo and Vanessa Panagakos, University of Kansas. **Carol Holstead**, adviser

2nd Place: *Home Front*, created by Leah Sitz and John Searles, University of Kansas. **Carol Holstead**, adviser

3rd place: *.mke*, created by Katie Bandurski, Drake University. **Jeff Inman**, adviser

A Conversation with Myself: On Retiring After 35 Years

By **Sammye Johnson**, Trinity University



When did you start teaching?

I started teaching magazine writing, reporting, and editing courses in the Department of Journalism, Broadcasting and Film at Trinity University in August 1980. We had IBM electric typewriters and the only clouds were in Wordsworth's poetry, so I had a lot of 4-drawer filing cabinets filled with course material and background research when I started cleaning out my office this summer.

I remember receiving a name tag at a regional convention in the fall of 1980

that had an amusing break following the first line: Sammye Johnson, Broad / Casting and Film / Trinity University. As a feminist, I hoped this was just a stupid line break and not an important subliminal message about the field I was entering after more than a decade as a magazine writer and editor. Consequently, I was glad when we changed our name to the Department of Journalism, Radio and Television in 1982.

Then, recognizing the oncoming technological revolution and merging of media formats, it made sense to become the Department of Communi-

cation in 1985. I've worked with four department chairs — Dick Gentry, Rob Blanchard, Bill Christ, and Jennifer Henderson — and been strongly supported by them, as a teacher and as a scholar. That's an important reason why I've stayed at the same university for 35 years.

I've seen five curricular revisions, interviewed innumerable candidates for umpteen job positions, advised about 3,000 students over 70 semesters, written at least 1,000 letters of recommendation, participated in 140 Trinity in Focus admissions events, and taught 23 different courses (an annotated list

is available upon request).

During the past 10 years, I've primarily taught Magazine Writing, Magazine Production, Magazines in American Society, Arts Criticism, Women Journalists in Film, and Communication Capstone Seminar. Earlier "signature" courses included Principles of Public Relations, Public Relations Writing, Reporting I, Reporting II, and Graphics & Design. There were also the usual entry level courses, such as Mass Media and Media Writing, required of new faculty. We were expected to be Renaissance teachers in the 1980s and 1990s, adapting journalism courses to changing technological developments, creating First Year Seminars for new students, and team teaching with colleagues across the curriculum. Now, incoming junior faculty are given a more limited teaching palette, being urged to concentrate on a handful of courses that line up with their research interests.

From the start of my professional career, I've been immersed in the magazine industry, and made it a point to continue to freelance after moving into academia. The Magazine Division was my first stop when I attended my first AEJMC convention in Memphis in 1985. I joined other divisions and interest groups along the way, but the Magazine Division has always been my home. I've held every leadership position in the Magazine Division, as well as a six-year stint with the AEJMC Teaching Standards Committee. I enjoyed the opportunity to serve.

The Magazine Division has been a great place to be as a magazine professional, educator, and scholar. You can find members who are negotiating with freelance contracts, agonizing over linguistic shifts, and researching every aspect of magazine content and history.

What are some of your proudest achievements?

Much of the joy I have experienced as an educator has come from the relationships I developed with students. As teachers, we have to be willing to wear a number of different hats in and out of the classroom — as a lecturer, a discussant, a coach, an advisor, and an editor.

Two awards from Trinity are especially meaningful: the Z.T. Scott Faculty Fellowship for excellence in teaching and the Distinguished Advising Award. Receiving the Z.T. Scott Award in 2005, the university's highest faculty honor, literally took my breath away because it was recognition of my commitment to teaching and mentoring students. The Distinguished Advising Award, also received in 2005, was another acknowledgment of my concern for the academic and personal lives of students.

I am also proud of being named a Fulbright Senior Scholar in 2011; only 12 Fulbright Awards were given in the academic field of journalism for that

year. I taught a graduate magazine course, advised doctoral dissertations, and conducted research about audience construction in international magazines as a visiting professor at Aalto University in Helsinki, Finland. I've continued to do research with the students and faculty I met there, which has enriched my world vision as a magazine scholar.

But I am most appreciative of the Magazine Division's Educator of the Year Award, which I received in 1997. That award was from my true peers — the ones who were teaching the same courses, doing the same kind of research, and dealing with similar professional issues.

I'm also pleased by the awards won by my students for their work as researchers and writers. More than a dozen students have presented their Capstone and Magazines in American Society research papers at AEJMC conferences — often in the same category with graduate students. Thirty-eight students have won writing or magazine start-up awards in the Magazine Division's Student Contest. Students in my classes have also done well in receiving competitive national internships, with the American Society of Magazine Editors (ASME) summer program in New York City being the most prestigious.

I guided and supported students in their work; I didn't rewrite or restructure their papers for them. I think of

(continued on page 12)

A Conversation with Myself: On Retiring After 35 Years *continued*

By **Sammye Johnson**, Trinity University

myself as an enhancer, helping students to achieve the excellence that was already there, but just needed a little push and some extra polish.

What will you miss most about teaching?

I will miss my students. I've tried to make sure students not only gained functional knowledge, but also conceptual, procedural, and meta-cognitive knowledge. To that end, I've created assignments where students write extensively, where they elaborate about the process, and where they orally discuss and tell what it means. I've insisted they have both theoretical and applied skill sets that make them think critically about outcomes. It has required creativity on my part to develop assignments that challenge students, not coddle them. Every semester has been different, and I will miss the excitement that comes from those aha moments in the classroom when students have a sudden insight or realization.

I will miss being a mentor. I've tried to be available for any student who wanted advice, support, or just someone to talk to as a sounding board — whether he or she was in a current class or not. It was particularly rewarding when those conversations moved beyond questions about an immediate assignment or a whiney rant about a grade to an animated discussion of a student's interests, dreams, and future goals.

You find out a lot about your students when you meet with them one-on-one and you develop relationships that often continue long after a student has graduated. You become peers and professional colleagues, then personal friends who share the ups and downs of our relationships and careers.

My time at Trinity has been enriched by students and supported by caring faculty and staff. *Washington Post* publisher Katharine Graham said, "To love what you do and feel that it matters — how could anything be more fun?" I've loved being an educator.

What is next for you?

I will continue to hold magazine editorial and design workshops and consult with editors and art directors wanting to modify, reposition, or revive an existing publication. I also will take on occasional writing and editing projects. I'll remain an editor of *The Image of the Journalist in Popular Culture Journal* (*The IJPC Journal*), a refereed journal that I co-founded in 2009 and is published by the USC Annenberg School of Communication. This reflects another research interest of mine: how journalists — especially female journalists — are depicted in films and novels.

I intend to travel, as long as it isn't during the summer months with hordes of tourists jockeying to see a

cathedral relic. I don't want to feel stressed, surly, or sweaty, so I'll be walking the cobblestones of Europe primarily in the spring and fall months over the next year or two. I lived in Nuremberg, Germany for four years when I was younger, but I didn't appreciate museums then. I raced past the "Mona Lisa" at the Louvre in Paris, dashed by the "Rosetta Stone" at London's British Museum, and stuck my head into the cavernous room with "The Night Watch" at the Rijksmuseum in Amsterdam. This time around, I plan to spend an entire day in a single museum, going from room to room and reading each painting's description while listening to the audio commentary.

Where can you be reached?

For now, I'm still living in San Antonio. Eventually, I'll move to Santa Fe, where I have a second home. Contact me at sjohnson@trinity.edu. I look forward to staying in touch with friends and colleagues from the Magazine Division.

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