

THE NEWSLETTER OF THE AEJMC MAGAZINE DIVISION  
**MAGAZINE MATTER**

VOL. 28 NO. 1 ASSOCIATION FOR EDUCATION IN JOURNALISM AND MASS COMMUNICATION WINTER 2008

## EDUCATOR OF THE YEAR

# David Sumner shares his perspective from a pleasant, productive pigeon hole

*David Sumner was named Magazine Educator of the Year at the AEJMC Convention in August. His speech offers a retrospective of his experience as an editor, a scholar of the magazine industry and a leader in the AEJMC Magazine Division.*

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<http://www.aejmcmagazine.org>



*David Sumner, Educator of the Year*

Thank you. I feel great appreciation for all of you who have become my friends over the 15 years I've been attending AEJMC conventions. I've stayed active in the AEJMC Magazine Division partly because I enjoy the friendships I have made and look forward to seeing each of you again every year. Like you, probably, I'm the only one in my department who teaches magazine courses, and I have learned so much from this chance we have here to swap tips, and techniques and tell our war stories. Sometimes I have felt afflicted with the "number two syndrome" because in many contests, honors or awards I may have been eligible for, I've often come in number two, three or somewhere else down the short or long list. This award tonight is the biggest honor of my professional career and my 15-minute chance to be number one. But in the spirit of being a good editor and writer, I won't even talk that long.

Our division head suggested I might want to talk about how I've accomplished all I've done in the last few years and share a few tips. But I don't have a list of "how-to" suggestions for success. Instead I

want to talk about a principle that has guided most of my professional endeavors over the last ten years. That principle is focus and creating a single-minded purpose in your life.

Two critical junctures in my professional career illustrate this principle. The first came as I finished my tour of duty as head of the Magazine Division in 2000, which included holding the other offices that led up to it. At that point, I considered what I might do next in terms of professional service. I could continue to work my way up the chain of leadership in AEJMC by seeking the various offices and committee positions that lead to

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becoming president. Then I thought “who cares?” and “so what?” if I became AEJMC president? That alternative wasn’t appealing because I knew it meant spending more money and time to come to conventions a day or two early so I could attend more meetings and write more reports that most people wouldn’t read. Or on the other hand, I could focus on the Magazine Division and help a smaller group of people who would probably feel greater appreciation for what I did. And so the latter course is the one I chose and the decision that was publicly validated by this honor.

The second juncture came that same academic year when the College of Communication’s promotion and tenure committee turned down my first bid to apply for promotion to full professor. The reason they gave was because my research was scattered and not sufficiently focused on the subject matter I was teaching, which was magazine journalism. After complaining to the dean that this was a requirement not in our document, and one I had never heard before, I grudgingly heeded their advice. During the next academic year, I published or presented five research papers at conferences focused directly on magazines. And so consequently I went through the P&T process the next year with a unanimous vote for promotion to full professor. And it didn’t hurt that the chair of the college’s P&T committee, who had most

strongly objected to my promotion the previous year, was on medical leave when I came up for promotion that year.

I admit, however, that during the early years of my teaching career, I didn’t want to get pigeon-holed as a “magazine” person and so I spread my research over two or three areas of interest. I had written a book about master’s and doctoral programs in journalism and communications, and at least a dozen articles about media coverage of the civil rights movement, which originated in my dissertation. I kept thinking about the advice of Dr. Earl Conn, my former chair, dean, mentor and role model, who once said that he felt his greatest mistake was spreading his research too thin and never becoming an expert on any one topic. At that point, I decided why not get pigeon-holed as a magazine person? What’s so bad about that? And so the P&T committee did me a favor by pointing me in a single-minded direction.

I decided to focus my research and writing on magazines and define the purpose as writing and the teaching of writing, especially magazine writing. Everything I do in teaching, research, or service has to meet the test of serving that purpose. Having that focus makes life

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*Front from left: Carol Zuegner, Scott Fosdick, Sammye Johnson, David Abrahamson, former student Lisa Gerstner (now a copy editor for Kiplinger’s Personal Finance Magazine) Carol Holstead. Back from left: Carol Schwalbe, Ted Spiker, former student Kim Vu (now a page designer with USA Today). Honoree David Sumner (not pictured) took the photo.*

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simpler. If I get asked to chair a committee or take on a project that's not related to my purpose, then I just say no. I hasten to add that's a lot easier to do after you get tenure.

My professional focus, however, is powered by an engine within my soul, which is service. I find great joy in serving my students, colleagues, family and friends. That sense of service originates not in our P&T documents, but in my Christian faith. There is story in the book of Mark where the disciples of Jesus were arguing among themselves about who was the greatest. And so, as the story goes, he sat them down, scolded them and said "If anyone wants to be first, he shall be last of all and servant of all." And Jesus illustrated to them that principle of service by washing their dirty feet.

Among the many phrases that have come and gone in our popular vernacular was, "get a life." If said, the speaker usually meant you

must be some kind of jerk to say or do something as stupid as what you just did. But, in fact, your career is not your life, and if you make it your soul, it will kill you. I have always tried to remember that being a professor is simply a way to earn a living and support a family. I have a wonderful wife, Elise, who has helped me reach this point by her daily encouragement, practical assistance and sometimes sacrifice. I've worked hard to create a life outside of my work and try to remember it's just a job and a way to earn a living.

A relative once asked why I didn't seek a "promotion" from teaching to administration, and I answered that I wouldn't consider it a promotion. I love teaching because it engages my creativity and intellectual ability. After 20 years, I still don't feel I've "mastered" it. In each class, I feel challenged to create new ideas, listen to new ideas, and present an interesting mix of activities.

Second, teaching makes each day different. Each week brings new activities, and each semester brings new students. I never feel bored and rarely discouraged.

Third, teaching makes me human. Facing students each day exposes your frailties at the same time it displays your talents. It creates a bond of love as you watch students struggle to rise above their circumstances and reach for their God-given potential.

Nothing brings as much joy as the student who graduates and writes to say "thank you." For example, one named Chuck wrote: "You played a large part in my triumph. Thank you for believing in me..... You showed me how to be a better writer. I made it, and you helped." He, hundreds more like him and all of you tonight make me feel I must have done something right.

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## UPCOMING EVENTS

### **Web 2.0 Expo**

April 22-25, 2008 - Moscone West, San Francisco  
Conference for the builders of the next generation Web: designers, developers, entrepreneurs, marketers, business strategists and venture capitalists.  
<http://en.oreilly.com/webexsf2008/public/content/home>

### **WPA Publishing**

Western Publications Association's annual conference.  
April 30-May 2, 2008 - Westin LAX, Los Angeles  
<http://www.wpa-online.org/>

### **ABM Spring Meeting**

American Business Media's annual resort-style gathering.  
May 4-7, 2008 - La Quinta Resort, La Quinta, California  
<http://www.americanbusinessmedia.com>

### **Mediabistro Circus**

A two-day summit about the digital platforms and trends that are changing media.  
May 20-21, 2008 - Skylight Studios, New York City  
<http://www.mediabistrocircus.com/>

### **Magazines 24/7: Video**

Online video conference for the magazine industry.  
June 10, 2008 - Time and Life Building, New York City  
<http://www.magazine.org/magazinevideo>

### **Stanford Professional Publishing Course**

Eight-day intensive course for professionals in magazine and book publishing.  
July 12-19 - Stanford University, California  
<http://publishingcourses.stanford.edu/sppc/>

### **Bellingham Visual Journalism Conference**

A forum for education and discussion of visual journalism.  
July 18-20, 2008 - Western Washington University, Bellingham, Washington  
<http://www.wvu.edu/depts/journalism/visualjournalism/>

### **ASBPE - National Editorial Conference**

Two-day conference of the American Society of Business Publication Editors.  
July 24-25, 2008 - Kansas City, Kansas  
<http://www.asbpe.org/conf/conf.htm>

### **FOLIO: Show**

The publishing industry's annual tradeshow and conference.  
Sept. 22-24, 2008 - Marriott Downtown, Chicago  
<http://www.foliomag.com/2008/folio-show>

### **American Magazine Conference**

The Magazine Publishers of America's annual gathering of magazine publishing executives.  
Oct. 5-7, 2008 - Westin St. Francis, San Francisco  
[http://www.magazine.org/events\\_and\\_seminars/conferences/american\\_magazine\\_conference/22901.cfm](http://www.magazine.org/events_and_seminars/conferences/american_magazine_conference/22901.cfm)

## LETTER FROM OUR DIVISION HEAD

# Idealism, Standards and Fellowship

*By Scott Fosdick, Magazine Division Head  
San Jose State University*

Years ago when I was drama critic and arts editor for the Baltimore News American, one of the doomed afternoon papers owned by Hearst, I received a call from a headhunter for the National Enquirer. He dangled top pay and a posh office in sunny Florida. I gently said no.

He called back. I firmly said no.

I wasn't prepared for exile from the world of good journalism. Our Hearst paper may have wandered close to the border of respectability, but it remained, I felt, on the right side of it. My assumption was that once you cross that line, you can't return.

I was reminded of that temptation recently when we started screening applicants for two open faculty lines. One of the applicants has experience with a disreputable media company. The confidentiality agreement I signed prevents me from being more specific. In our first meeting to discuss applicants, I asked my colleagues, "Do we really want to consider somebody from [redacted]?"

No one wasted his or her breath trying to defend the company in question, but neither did anyone else in the room seem to feel that working for that company should disqualify someone for a job in academia. Who did I think I was to pass judgment on somebody just because he or she had worked at some place I might not like?

Here's who I think I am: someone who works for a journalism school.

Journalism schools got started a

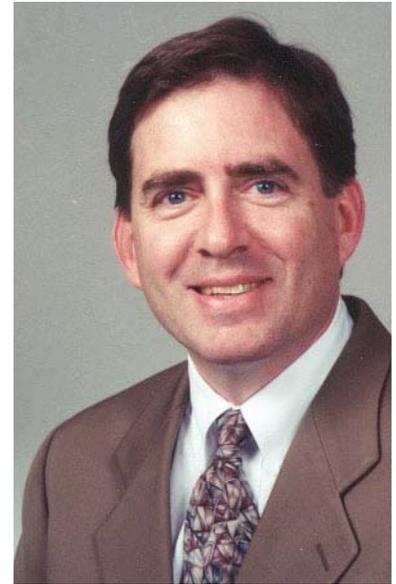
century ago not to help kids get media jobs. Any boob could work for a newspaper in those days. The pay and the standards were so low that any boob did. The idea of a journalism school was to raise those standards, to be the watchdog of the watchdog. Have we now arrived at a place where our mission has devolved to simply preparing kids to do the work that makes money, and who cares how?

I don't think so. And to be fair to my colleagues, neither do they; their idealism is evident in the classroom every day. Mine needs reviving periodically, and that's why I value my contact with you, my friends in the Magazine Division. Your research, your teaching strategies, your contacts in the industry and your passion renew my faith that magazine work is honorable and vital to our democratic and social institutions. Looking at the lineup

## I WASN'T PREPARED FOR EXILE FROM THE WORLD OF GOOD JOURNALISM.

that Program Chair Dane Claussen is organizing tells me that this summer in Chicago we will again raise our expectations of ourselves and our media.

The highlight is likely to be a panel being organized by David Abrahamson to take stock of what our research has taught us so far. I put a bug in his ear one afternoon in Washington when I kvetched, "Year in and year out our members produce all this research. Does



*Scott Fosdick, Magazine Division Head, San Jose State University*

it add up to something? What?" David kindly agreed to pursue an answer, with your help.

A couple days later at a crack-of-dawn meeting of division heads, AEJMC president Charles Self invited each division to do pretty much that, to assess the progress of our specific sub-disciplines.

Once again, the Magazine Division will lead the way.

Let's continue to do that. Let's humbly but firmly call out the better angels of journalism. And without being too judgmental of individuals, let us have the courage every now and then to point to media that willfully misleads, that profits through character assassination, that perverts the political process, and just say no. No mas, no more, no way.

That's why we're here, isn't it?

WASHINGTON, D.C.

# 2007 Meeting Minutes

*Minutes from the Magazine Division Members' Meeting, AEJMC Convention, Washington, D.C., August 2007.*

2006-7 Head Carol Schwalbe, Arizona State University, called the meeting to order.

Minutes from the 2006 Members' Meeting were distributed. David Abrahamson, Northwestern University, moved that they be approved by the members present. Rachel Davis Mersey, University of Minnesota, seconded the motion, and it was carried.

Schwalbe mentioned several highlights of the previous year for the Division: large increases in the numbers of refereed papers submitted to the Division; improvements in the Division's Web site; and a healthy treasury (then almost \$6,000).

Vice-Head/Program Chair Scott Fosdick then summarized the 2007 convention program by type of panel (teaching, PF&R, and research) and thanked all members who submitted panel ideas the previous fall.

Mersey, on behalf of absent Research Chair Joe Bernt, announced that 30 papers had been submitted to the Division for the annual convention, and that 16 had been accepted; they were judged by 24 judges, 23 of whom read four papers. She also said that the Magazine Division had doubled the number of submissions for the Southeast Colloquium, from 5 in 2006 to 10 in 2007, and that 7 were accepted. They were read by 12 judges.

Barbara Strauss Reed of Rutgers University announced the award winners for best faculty and student papers in the convention. The best

faculty paper award was named this year, for the first time, after the late Prof. Caroline Dow, and Reed gave the members present a short biography of Dow in Dow's memory.

Schwalbe then thanked Ted Spiker, University of Florida, for serving for two years as editor of the Division's newsletter, Magazine Matters. She also announced that Peggy Watt of Western Washington University would be the new newsletter editor, and that Sept. 14 was the deadline for the fall issue.

Sammye Johnson, Trinity University, introduced the Magazine Educator of the Year winner, David Sumner of Ball State University. Sumner made some brief remarks about having won the award.

Schwalbe then introduced Magazine Contest Co-Chair Carol Holsted of University of Kansas, who announced that 290 entries—a record number—had been received for judging. She also said that there were more schools represented among the contest winners than ever before, and she then announced the winners, by institution.

Sumner then briefly addressed the topics of exchanging copies of student magazines between universities, and exchanging, online, syllabi for various magazine-related courses.

Reed then told the members about the division's annual professional development trip to magazine publishers in New York City, which included Harper's Bazaar, Rolling Stone, Real Simple, Conde Nast, and Hearst magazines.

The "Iowa Guide" to refereed and other scholarly journals in mass communication was discussed. It was

announced that the Guide, which has been "dormant," will be revised in the next year or two, and that the Division will work to include in it the Journal of Magazine & New Media Research.

Schwalbe then introduced Scott Fosdick, who was succeeding her as Head of the Division for 2007-8. Fosdick then asked for members' approval of Dane S. Claussen, Point Park University, for Vice-Head/Program Chair for 2007-8, and Spiker for Secretary for 2007-8. They were approved. A slate of other officers was announced by Fosdick, and they were approved by acclamation.

Fosdick then listed his goals for 2007-8, which included encouraging "diversity of thought" within the Division, "keeping the conversation going" about magazines and teaching between annual AEJMC conventions, "spreading the fun around" by involving more members in the Division's activities, and connecting with the business-to-business magazine industry segment.

Under new business, he announced that Sheila Webb of Marquette University would be chairing the Magazine Division's participation in the AEJMC Southeast Colloquium, to be held March 13-15, 2008, at Auburn University. He also announced that the 2008 convention would be in Chicago, followed by Boston in 2009, Denver in 2010, and Chicago in 2012 for the association's 100<sup>th</sup> anniversary. That left members to debate, and divisions to recommend, various cities for the 2011 convention.

In his absence, Bernt's proposal that \$250 be given for the 1<sup>st</sup> place research paper and \$100 for the

## WASHINGTON, D.C.

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2<sup>nd</sup> place research paper was announced and debated. The members approved \$100 plus a plaque for the top student paper.

Fosdick then formed a committee to study the possibility of publishing the Journal of Magazine & New Media Research on paper, not only online.

Finally, Fosdick, prompted by the suggestion that the name, "Magazine Division: Print and Online," would better explain the scope of the Division, asked those

present what they thought of the Division's name. The membership did not express significant interest in changing the name and no action was taken.

The meeting was then adjourned.

**These minutes will be subject to correction before adoption at the AEJMC Convention in Chicago in August 2008. Respectfully submitted by Dr. Dane S. Claussen, Secretary 2006-2007**

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# AEJMC 2008 ANNUAL CONVENTION

## Magazine Division Teams with Others for Events

*By Dane S. Claussen, Vice-Head/Program Chair  
Point Park University*

Magazine Division Head Scott Fosdick and I were at the AEJMC Winter conference in St. Louis, wheeling and dealing with other divisions and interest groups, to put together a stimulating and diverse group of invited panels for the annual AEJMC convention this year in Chicago.

Our Division is holding a summit of sorts, called "State of the Field: Core Knowledge in Magazine Research" (research, 1:45 p.m. Friday; AEJMC grid currently and incorrectly says refereed research at 3:30 p.m.) in response to AEJMC President Charles Self's decision to ask all AEJMC divisions and interest groups this year to assess the state of their subdiscipline. This session is sponsored by our division alone, and therefore it will be only Magazine Division members on the panel and mostly a Magazine Division audience, although all are welcome, of course.

With the Visual Communication Division, we will be combining a proposal from it called "Storytelling Across Platforms: How to Produce Multimedia Journalism" with a proposal of our own called "Converging in the Classroom: How in the Multimedia World Do We Do This?" (Teaching, 11:45 a.m., Wednesday). You get the idea!

Also with the Visual Communication Division, we signed on to co-sponsor and jointly plan one of its proposed panels, "Contemporary Magazine Redesign" (Teaching, 5 p.m., Wednesday).

The Small Programs Interest Group signed on to co-sponsor one of our panel proposals, "Trade publishing

meets Web 2.0: Preparing students to work in the specialized business press in 2008" (Teaching, 5 p.m. Thursday). Programming about magazines other than consumer magazines was and is one of the Magazine Division's official goals for the 2007-8 year, and so we know we're going to accomplish it.

With the Science Communication Interest Group, we're co-sponsoring a panel that it proposed, "Illustrating Science and Health on the Web" (teaching, 1:45 p.m., Friday; AEJMC grid currently and incorrectly says 3:30 p.m.). Scott and I were particularly enthusiastic about a number of science, medical, and environment-related panels that were proposed by several different divisions or interest groups this year, and we are looking forward to working with "SciGroup" on this.

To put together another blockbuster panel, the Magazine Division is coordinating its proposal, "Multimedia Storytelling & Interactive literary journalism," with a Newspaper Division panel proposal, "Teaching Online Video Storytelling: How to Train Students to Get That (New) Visual Mindset" (teaching, 1:30 p.m. Saturday). No one will be able to say that our Division didn't put a major emphasis this year on teaching and on technology!

With the Communication Theory & Methodology Division, we signed on to co-sponsor its panel proposal, "Teaching the Importance of Communication Theory in Skills Classes" (teaching, 11:45 a.m. Saturday) a topic that almost surely hasn't received enough attention over the years among us nuts-and-bolts, skills oriented magazine writing, editing and design profs.

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# 2007 STUDENT CONTEST WINNERS

## Magazine Editing, Writing, Design Excellence Honored

### **Consumer Magazine Article: Places** (20 entries)

*Judge: Marilyn Holstein, managing editor of Budget Travel*

**First Place:** “The River Less Traveled,” by Keridwen Cornelius, Arizona State University, Carol Schwalbe, adviser

**Second Place:** “The Last Picture Show: The Brattle,” by Lindsey Holst, Boston University, Caryl Rivers, adviser

**Third Place:** “Des Moines 2012,” by Aaron Jaco, Drake University, Patricia Prijatel and Lori Blachford, advisers

**Honorable Mention:** “Abbey Road,” by Keridwen Cornelius, Arizona State University, Carol Schwalbe, adviser

**Honorable Mention:** “America’s Home Town,” by Casandra Miller, Boston University, Caryl Rivers, adviser

### **Consumer Magazine Article: People** (43 entries)

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

**First Place:** “Baghdad or Bust: A Hollywood Bombshell Invades Iraq,” by Christopher H. Sheppard, Arizona State University, Carol Schwalbe, adviser

**Second Place:** “A Man and His Isms,” by Brianne Carlon, Kent State University, Ann Schierhorn, adviser

**Third Place:** “A Big Ball of Hope,” by Kyle Odegard, Arizona State University, Carol Schwalbe, adviser

**Honorable Mention:** “Robbie’s Legacy,” by Brian Thornton, Kent State University, Ann Schierhorn, adviser

**Honorable Mention:** “The Lonesome Profession,” by Elizabeth Farrell, Boston University, Caryl Rivers, adviser

### **Consumer Magazine Article: Investigation and Analysis** (26 entries)

*Judge: Paul Trachtman, freelance writer and editor-at-large for Smithsonian magazine*

**First Place:** “Unsolved Murder,” by John Cox, University of Florida, Ted Spiker, adviser

**Second Place:** “A Wasteland No More,” by Amy Packwood, Ryerson University, Bill Reynolds, adviser

**Third Place:** “Facing Domestic Violence,” by Catherine Williams, Boston University, Caryl Rivers, adviser

**Honorable Mention:** “The Numbers Game,” by Angela Kozak, Ryerson University, Bill Reynolds, adviser

**Honorable Mention:** “Disrupted Adoptions,” by Marybeth Kennealy, Boston University, Caryl Rivers, adviser

### **Consumer Magazine Article: Service and Information** (23 entries)

*Judge: Ken Collier, editor of Reader’s Digest’s Family Handyman*

**First Place:** “Tanorexics,” by Leona LIn, Northwestern University, Karen Springen, adviser

**Second Place:** “Tough Decision,” by Caroline Klein, Boston University, Caryl Rivers, adviser

**Third Place:** “Business Casual,” by Elyse Weidner, University of Kansas, Carol Holstead, adviser

**Honorable Mention:** “Old Wives Tales: Fact or Fiction,” by Jennifer L. Hardenbrook, Kent State University, Ann Schierhorn, adviser

**Honorable Mention:** “College Women and the Cancer Vaccine,” by Marnie Soman, Northwestern University, Karen Springen, adviser

### **Consumer Magazine Article: Feature** (42 entries)

*Judge: Katherine Wheelock, features editor at Details*

**First Place:** “Staring Down the Tigers,” by Meena Nallainathan, Ryerson University, Bill Reynolds, adviser

**Second Place:** “Reservations About Abortion,” by Alana Y. Price, Northwestern University, David Standish, adviser

**Third Place:** “To You, I’m Fluff,” by Dana Lacey, Ryerson University, Bill Reynolds, adviser

**Honorable Mention:** “Show Them the Money,” by Dan Macsai, Northwestern University, Karen Springen, adviser

**Honorable Mention:** “The Search for Beautiful,” by Anupreeta Das, Boston University, Caryl Rivers, adviser

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## CONTEST WINNERS

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### Specialized Business Press Article (12 entries)

*Judge: Sally Roberts, senior editor at Crain's Business Insurance*

**First Place:** "Seeds of Change, Seeds of Doubt," by Keridwen Cornelius, Arizona State University, Carol Schwalbe, adviser

**Third Place:** "All in the Family," by Ashley McCausland Biggers, Arizona State University, Carol Schwalbe, adviser

### Honorable Mention:

"Tasting Arizona," by Stephanie Berger, Arizona State University, Carol Schwalbe, adviser

### Honorable Mention:

"Landing a Labyrinth," by Agatha E. Gilmore, Northwestern University, Abe Peck, adviser

### Online Magazine (14 entries)

*Judge: Nick Fauchald, senior associate food editor at Food & Wine*

**First Place:** Ball Bearings, <http://ballbearingsonline.com>, Ball State University, Trent Taylor, editor, Mary Spillman, adviser

**Second Place:** imprint Magazine, <http://www.imprintmagazine.org>, Ithaca College, Greg Ryan, editor, Kim Gregson, adviser

**Third Place:** Cronkite Zine, <http://www.concritezine.asu.edu>, Arizona State University, Lorelei Cretu, editor, Carol Schwalbe, adviser

**Honorable Mention:** inFlux, [www.influx.uoregon.edu](http://www.influx.uoregon.edu), University of Oregon, Margaret McGladrey, editor, Mark Blaine, adviser

**Honorable Mention:** Horizonlines.org, <http://www.horizonlines.org>, Minnesota State University, Moorhead, Lee Morris, managing editor, Regene Radniecki, adviser

### Single Issue of an Ongoing Print Magazine: Design

(14 entries)

*Judge: Bob Gray, freelance designer and former design editor at National Geographic*

**First place:** Panorama, University of Texas-Pan American, Trey Serna, editor, Daniel Flores, art director, Kimberly Selber and Donna Pazdera, advisers

**Second Place:** Ryerson Review of Journalism, Ryerson University, Julia Belluz, editor, Bill Reynolds, adviser

**Third Place:** Panorama, University of Texas-Pan American, Trey Serna, editor, Kimberly Selber and Donna Pazdera, advisers

### Single Issue of an Ongoing Print Magazine: General Excellence (20 entries)

*Judge: John A. Walsh, executive vice president and executive editor of ESPN*

**First place:** Burnt Orange, University of Texas at Austin, Kristin Butler editor, Dave Garlock, adviser

### Second place:

The Comment, Boston University, Paul Crocetti, Jeremy Miller

editors, Caryl Rivers, adviser

**Third place:** M: The J-Department Magazine, University of Mississippi, Fred D. McGhee II, editor, Samir Husni, adviser

**Honorable Mention:** Access, San Jose State University, Dominique Streeter, editor, Scott Fosdick, adviser

**Honorable Mention:** Echo, Columbia College Chicago, Sharon Bloyd-Peshkin and Elio Leturia, advisers

**Honorable Mention:** The Planet, Western Washington University, Shawn Query editor, William Dietrich, adviser

### Start-up Magazine Project: Team (19 entries)

*Judge: Roger Tremblay, Southwest district manager Media Networks Inc., a target market advertising company*

**First Place:** Reader's Digest Medill, Northwestern University, Clair Windsor, editor, Abe Peck, adviser

JUDGES' COMMENTS ARE AVAILABLE ONLINE  
AT [HTTP://WWW.AEJMCMAGAZINE.ORG](http://www.aejmcmagazine.org)

**Second place:** Drake, Drake University, Emma Serran, editor, Sarah Whited, art director, Angela Renkoski and Patricia Prijatelj, adviser

**Third Place:** Jayplay, University of Kansas, Dave Ruigh and Becca Cremer, editors, Katherine Loeck and Brian Marvin, designers, Carol Holstead, adviser

**Honorable Mention:** M: The J-Department Magazine, University of Mississippi, Noah Bunn, art director Samir Husni, adviser

**Honorable Mention:** Flux, University of Oregon, Catherine Ryan, art director, Mark Blaine, adviser

### Single Issue of an Ongoing Print Magazine: Editorial

(15 entries)

*Judge: Ashley Deahl, acting editor in chief and managing editor of Phoenix Magazine*

**First Place:** The Burr, Kent State University, Danielle Toth, editor, Ann Schierhorn, adviser

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**Second Place:** The Launch, University of Florida, Randi Bernfield, Lauren Ressler, Jennifer Freihofer, Rachel Wilk, Yavonne Skillman, students, Ted Spiker, adviser

**Third Place:** Hyperlink, Northwestern University, Brenner Thomas, editor, Charles Whitaker and Patti Wolter, advisers

**Honorable Mention:** iManage: Technology for the Future of Your Business, Loyola College in Maryland, Claire Hoffman, editor, Andrew Ciofalo, adviser

**Start-up Magazine Project: Individual** (13 entries)

*Judge: Gary Johnson, president of MSP Communications, Minneapolis, Regional publisher of Mpls.St.Paul and Twin Cities Business and custom publisher and content provider for corporations and associations*

**First place:** Layers, Amanda Sellers, University of Kansas, Kara Lynch and Carol Holstead, advisers

**Second place:** InDi: A Magazine for the Indian Diaspora. Kanupriya Vashist, Arizona State University, Carol Schwalbe, adviser

**Third place:** Element, Zachary Wilson, University of Mississippi, Samir Husni, adviser

**Honorable Mention:** My South, Noah E. Bunn, University of Mississippi, Samir Husni, adviser

**Honorable Mention:** Solo, Ellen McClurkin University of Mississippi, Samir Husni, adviser

**Honorable Mention:** One, Nicole Korman, University of Kansas, Kara Lynch and Carol Holstead, advisers

2005 and 2006 Contest results and judges' comments are also available at <http://www.aejmcmagazine.org>.

# AEJMC ANNUAL CONVENTION

## See You in Chicago this Summer

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And with the Internships & Careers Interest Group, we signed on to co-sponsor and jointly plan a panel called, "Educating Communicators for the Global Marketplace" (research, 10 a.m., Saturday). Scott and I thought it was crucial to have some international component to our convention programming.

For a change of pace, like the panels our division has so often co-sponsored with the History Division, this year we are co-sponsoring with the Entertainment Studies Interest Group the panel, "The Image of the War Correspondent in Popular Culture" (PF&R, 11:45 a.m., Thursday).

If you have suggestions for panelists for any of our various sole- and co-sponsored panels, let me know, but let me know quickly (dclaussen@pointpark.edu). Everything needs to be pretty much finalized in March. Thank you.

Finally, an off-site session will be scheduled for advisors of college magazines and those interested in college magazines.

And, as usual, our annual Members' Meeting will include the presentation of our Magazine Contest awards, our best research paper awards, our magazine professional of the year presentation, and more!

Scott, all of the officers, and I all look forward to working with you and for you from now until the convention to have another great year for our division.

NOTE: Current AEJMC convention grid has Magazine Division down as co-sponsor of mini-plenary #1 at 3:15 p.m. Wednesday. This is incorrect; it should say Minorities & Communication Division where it says Magazine Division.

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## Magazine Division Needs Volunteers

The AEJMC Magazine Division needs volunteers to serve as judges in this year's convention paper competition, and division members are particularly desired for this competition.

The Magazine Division also needs members to serve as discussants and moderators for refereed paper sessions at this year's Convention in Chicago. Those who volunteer to judge will be offered discussant and moderator positions before those who do not judge papers.

*Please contact Joe Bernt, E. W. Scripps School of Journalism; Ohio University; Athens, Ohio 45701; 740-593-2589; berntj@ohio.edu to volunteer as a paper judge and also to indicate your interest in serving as a discussant or moderator at the convention.*

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# Join the Evolution: Conference Attendees Describe New Challenges in a Digital Market

By Sharon Bloyd-Peshkin  
Columbia College Chicago

The lights dimmed in the cavernous room, the Beatles' "Revolution" blared, and bleary-eyed audience members found their seats. Onstage, the performers were flanked by oversize illuminated panels and dwarfed by three enormous projected images of themselves. A concert flashback? Nope, the 16<sup>th</sup> annual American Magazine Conference, which took place from October 27 to 30 at the posh Boca Raton Resort and Club.

The theme of this year's conference was "The Magabrand Revolution," a term meant to express the fact that magazines, once ink-on-paper entities, now are full-fledged brands. Today, magazines extend beyond the printed page to the Web, the airwaves and merchandise. They're on your BlackBerry and your bookshelf. They're hosting huge public events and offering opportunities for individual readers to participate in editorial content.

That last concept—readers as participants—was the most hotly discussed issue at the conference. The move from Web 1.0, in which users could find content online and search for information, to Web 2.0, in which they can be involved in the creation of content, is well underway in the magazine world, with publications exploring various ways to make the most of interactivity. There was a palpable mood of excitement about how this move up the Web ladder will boost circulation, bolster advertising and contribute to the ongoing vitality of the magazine industry.



Nina Link

## State of the Industry

Nina Link, president and CEO of the Magazine Publishers of America, launched the conference with a spirit of optimism.

She noted that magazines can hardly be lumped into the category of "traditional media" except in the sense



that they are committed to their own longstanding traditions of journalistic and design excellence, community building, and reader engagement with editorial content and advertising. She summarized the MPA's recent successes in lobbying against stricter and more expensive postal regulations, standing up for first amendment protections, preserving direct-to-consumer drug advertising, establishing the Magazine Marketing Coalition, and fostering digital awareness, all of which are featured on the MPA's own website.

## Conference Highlights



Jack Kliger, President and CEO of Hachette Filipacchi and outgoing MPA chair, offered four "new rules for the industry." They are:

1. United we stand. Magazine companies must work together.
2. Keep the focus on the reader. Readers love and trust magazines and will pay for what magazines produce.

Jack Kliger

3. Digitize and monetize. Magazines and websites work well together.
4. The dominant metrics need to change. We need credible metrics that show how magazine advertisers benefit from the value we deliver and connect that to advertising pricing.

These turned out to be themes throughout the conference.

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Incoming MPA chair Jack Griffin, president of the National Geographic Magazine Group, trumpeted the good news for the industry.

Magazine revenues were up last year, he said; magazines have the most engaged audiences—for editorial and advertising--of all media; and readers' trust in magazines comes from the relationship between readers and editors, a unique relationship that offers opportunities in other media, including online.

"We can leverage our brands into powerful digital businesses," he told the audience. "But we cannot compromise our promise to readers because our success depends on their trust."



*Jack Griffin*

bloggified ears.) She added that magazines need to find more ways to open up to users' voices and participation. Where once readers were invited only to offer ratings and rankings, now they can provide each other with recipes and tips, and magazines can offer them a place to save, store and share information, pictures and other things that matter to them.

"When the consumer is a user, she has a different set of expectations than when she is a reader or listener," Millard said. "We need to respect why and how a consumer goes to the Web and what her expectations are, including participation."

On the issue of what users should be expected to pay for content, Millard admitted that would be a tough business nut to crack. "We have undervalued magazine for so many years," she said. "Now we'll really pay the price. We can't expect to charge more now to consumers. They're Web-centric. Trying to charge more for magazines will not work. Bad circulation practices are catching up with us."

A panel on the Magazine Marketing Coalition presented the group's successes since it was created in 2005.

These are summarized on the MPA website at [http://www.magazine.org/Advertising\\_and\\_PIB/Magazine\\_Marketing\\_Coalition](http://www.magazine.org/Advertising_and_PIB/Magazine_Marketing_Coalition).

One of the key phrases of this initiative was "shifting a medium of engagement into a medium of action," meaning proving to advertisers that magazines are a good buy because readers don't just notice and remember advertisements—they also buy products as a result.

Members of a panel on "Crossing the Digital Divide" presented their success providing readers with opportunities to interact as well as effectively search their sites. One of the most interesting comments was the mention that websites are sometimes best for offering a "greatest hits approach as opposed to a new releases approach" to the content of their magazines, and I'm sorry to admit I'm not sure who said this. I think it was Chris Johnson, content director of Hearst Magazine Digital Media.

Another interesting point was made by David Willey, editor-in-chief of Runner's World Media Group, who said moving "beyond discussion boards to develop real community platforms where readers can interact" will be "a paradigm shift" in which "the role of editor will be trafficking and editing and enabling." Johnson added that "magazines have always been conversations" but he sees a need "to differentiate between editors' material, which can be trusted, and user material, which can be opinion, and advertisers' content. With that level of transparency, we can be comfortable with user-generated content."

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### **ASME Report**

Cynthia Leive, editor-in-chief of Glamour magazine, presented three pieces of news from the American Society of Magazine Editors.

\* This year's National Magazine Awards has eight new online award categories in this year's National Magazine Awards, including one exclusively for online entries.

*Cynthia Leive*

\* ASME will release new guidelines to help editors protect the trust of readers online. The guidelines will acknowledge the differences between print and online magazine content and call for increased transparency in response to the blurrier line between editorial and advertising on the Web.

\* Newspapers' Sunday magazines will now be included in ASME.

Leive also noted that ASME will respond to editors' "deep hunger for training in new media skills."

### **Competing for Eyeballs – Online and in Print**

During a panel on "How Publishing Companies Position Themselves for Growth," Wenda Harris Millard, president of Martha Stewart Living Omnimedia, urged magazines to speed up in the race for consumers' time.

"Brands have never had a better opportunity to strut their stuff in the digital realm, because consumers need a editor—they need a filter," she said. (Music to my

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All members of this panel agreed that readers do not want to read an entire magazine online—that magazine reading is a different experience, and that online content is not going to render print obsolete. Johnson called the online visits an “infosnacking experience,” whereas print excels at photography and longer pieces. They



*Beth Comstock*

complement each other well. Deidre Depke, editor of Newsweek.com, called print and online “two wings on a plane.”

### **Learning from TV**

During a keynote address on “What Magazines Can Learn From TV,” Beth Comstock, president of NBC Universal Integrated Media, spoke about the “continuous partial attention” consumers pay

to media. The larger trends she identified are consumers being more in control of their media, and the emergence Web 3.0. (If Web 2.0’s dominant characteristic is users contributing to content, Web 3.0’s will be learning and predicting the behavior of users.)

Comstock divides digital consumers into six categories:

**Escapists:** People who want to get out of themselves and their own world.

**Info-hounds:** People who want to be the first to know and love to send links.

**Creators:** People who make personal photo albums and music lists.

**Self-expressers:** People who want to rate and rank things for others.

**Life managers:** People who are task-oriented and feel time is important.

**Connectors:** People who are into social networking and e-mail.

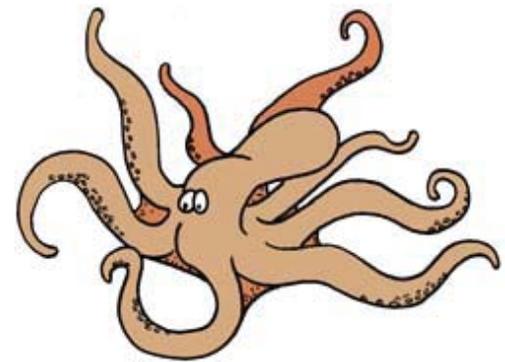
The largest three categories, she said, are Info-hounds, Life managers and Connectors. Women tend to be life managers, escapists and connectors. In fact, women ages 35 to 54 are also the fastest growing group of online gamers. Hispanics tend to be early adopters of video applications. She used the term “viewers” to describe users who watch online videos. Her vision: “A world where we know your viewers so well we serve them content they don’t know they like yet. A world where content follows viewer.”

Finally, she noted that NBC is a content company, and as such is best off partnering with a technology

company. This, too, was a theme during the conference: the need to collaborate across platforms and companies. (Note from me: There was no discussion of copyright—especially as it pertains to freelancers and other contributors—during any of the many mentions of the need to collaborate and provide content for free.)

During a session titled “The Editor as Octopus,” panelists addressed several by-now-familiar themes. Readers are very busy, have access to a lot of media, and need help differentiating reliable from unreliable sources of information. Editors are very busy, are pulled in all directions, and have gone from being caretakers of their brands to being reinventors of their brands. (That last statement was made by Steve Adler, editor-in-chief of Business Week.)

David Verklin, CEO of Carat Americas, spoke about the explosion of participation in social networking sites, and noted that magazines have been in the business of cultivating and connecting communities of



interest for 50+ years. He urged magazines to get into and onto Facebook with applications and widgets.

During a session on magazine measurement, panelists discussed the evolution of the ways in which we can measure ad performance in magazines, and the progress being made toward more timely data that is more granular—in other words, quicker access to information that is more specific than what agencies have been getting. The panel also addressed the need to measure magazines as brands, capturing the effects of ads in print, online and elsewhere together, and the need to gauge reader engagement with the ads—to measure their involvement, not just their exposure. Advertisers want to know whether readers remember their ads and take action as a result.

### **Get Readers to Help**

A session on user-generated content addressed tapping the knowledge and experiences of readers/users.

Michael Skoler, executive director of the Center for Innovation in Journalism at American Public Media, explained how APM built a network of 30,000 volunteers who “help us tell the story” and demonstrated how that came into play in recent reporting, such as coverage of the Minneapolis 35W bridge collapse, by providing a vast database of people reporters could call

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for eyewitness reports and stories of the lasting effect of the disaster. These people aren't reporters, but they're great sources and result in "more diverse voices into stories and ongoing relationships with people" in the community, Skoler said.

This approach also helps APM "set a distinct agenda for the audiences they serve. Reporters and listeners love this depth of connection with community," he said, adding that "seeing the public as partners is critical to the future of the media." What I found interesting about this example is that it's not "user-generated content" at all. It's extensive community sourcing, and an exemplary demonstration of how the internet and computer databases can be used to accomplish that.

Ann Shoket, editor-in-chief of Seventeen, talked about her 13 million teen partners on MySpace who enable her to "set up a scenario and get out of the way," allowing them to generate content.

Her example was the 15 girls chosen to file podcasts about the process of going to college. But this was simply the video version of what magazines have always done in print. It's no different than the way women's magazines have asked readers to send in first-person stories about how much weight they've lost on the magazine's diet. In the end, this panel mainly demonstrated that the Internet offers magazines ways to do what they've always done well on another platform and in new ways, but it's not a complete culture change for magazines.

### Forecasting Social Networks

During a particularly interesting keynote talk, Reid Hoffman, LinkedIn chairman and president of products, spoke about the future of social networking. He noted that many people mistakenly think a social network is a community that originates online, but in fact most social networks begin as real-world communities and move online in order to do new things, such as share photos.

"You bring your friends there; you don't make friends there," he said. He urged magazine editors to think of social networking sites as places where they can build applications and experiences. He recalled the evolution of information online, from directories to searches to sharing and discovery among people you already know. That third tier is what social networking is all about, and he urged magazines to team up with existing social networking sites rather than try to create their own.



*Reid Hoffman*

Eileen Naughton, director of media platforms for Google, noted that social networks, which have been around for only four years, represent half of all Web traffic. Users want self-expression, sharing, serachability and portability, she said, urging magazines to "atomize" content and distribute it on all kinds of platforms in all kinds of places and in all kinds of forms. (Again, no discussion of ownership of the content.)

### Testimonials and Tactics

The conference was punctuated by five-minute "what worked for me" presentations from successful editors as well as interviews with successful brand managers, including former White House Press Secretary Tony Snow and Chrysler CEO Robert Nardelli. Arianna Huffington spoke and Dan Rather moderated a panel. Sessions covered everything from the upcoming elections to green journalism to magazine measurement.

But in the end, it seemed less like a celebration of a "Magabrand Revolution" than "Magazine Evolution" to this editor-turned-teacher. The "branding" aspect of modern magazines is really just an extension of the age-old tradition of ancillary publications, books and products; technology simply expands that reach. When magazines talk about getting readers/users involved, it's not the same concept of "citizen journalism" or "user-generated content" the newspaper industry is exploring.

Magazines aren't reaching out to readers for fear of losing them, or relying on them to do reporting and writing formerly reserved for "real journalists" out of budgetary necessity. Rather, magazines are exploring ways to take what they've always done so well—create communities of readers, writers and editors—and extend those online where social networking flourishes. This gives readers more than the traditional opportunities to respond to the publication's content, queries or polls. It allows them a chance to interact with each other.

For those of us teaching magazine journalism, it means staying current with what magazines are doing online and how they're extending their brands to engage readers. We should challenge students to figure out what magazines are doing and with what kind of success, and encourage them to start thinking beyond text and photos in everything from story ideas to magazine concepts. We need to try to keep current with the evolution of the industry and prepare our students for the industry as it is, not the industry as we knew it a decade or two ago.

But somehow, "You Say You Want an Evolution" just doesn't have the same ring to it.

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## FEEDBACK

### Abolish the Divisions?

This sentiment was voiced during a strategic planning session I attended the weekend of the mid-winter meeting. The reasoning was that the division system is forcing us into silos, narrows our thinking, prevents us from engaging each other on larger and more important issues.

I doubt seriously if AEJMC is on the verge of making such a move, but people are talking about it. I have some strong opinions on the subject, but I'd like to hear yours.

Send me a note with the following subject line: "AE-JMC: Abolish the Divisions?" I'll collect your thoughts and write an article in the summer edition of this newsletter. I will assume that I may quote anything you send, with proper attribution, of course.

*My e-mail address: [sfosdick@casa.sjsu.edu](mailto:sfosdick@casa.sjsu.edu).*

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# MAGAZINES BY THE NUMBERS

Number of new magazines launched by announcement in 2007 = 636

Number of new magazines launched by actually publishing an issue in 2007 = 389

Number of new magazines launched by publishing an issue in 2006 = 498

Amount Google paid for DoubleClick digital ad service = \$3.1 billion

Number of stories in the Sports Illustrated Digital Vault = 150,000

Number of years SI Digital Vault has been in development = 2.5 years

Number of magazine titles tossed off the racks by Wal-Mart in 2008 = more than 1000

Number of "digital initiatives" announced by magazines in 2Q07 = 62

Percentage increase of digital initiatives in 2007 over 2006 = 139

Percentage newsstand revenues rose in the second half of 2007 = 2.8

Percentage newsstand sales declined in the second half of 2007 = 1.8 percent

Percentage traffic to consumer magazine Web sites grew during 4Q07 = 8.1

Number of issues Adweek will publish in 2008 = 36

Number of issues Adweek published in 2007 = 47

Number of years since Fortune's previous redesign, when new look was unveiled in December 2007 = 10

Number of trees Outside expects to save by eliminating subscription cards = 1500

Percentage of African Americans who read magazines = 86 percent

Average number of issues an African American reads per month = 11

Average number of issues the general market reads per month = 8

**Source: Folio Magazine**