



See
**PAGE
19**

Photo life of a magazine journalist

PUBLISHER

VICKI WELLINGTON
AEJMC Magazine
Professional of the Year

SEE PAGE 10



KEEPER!

the subculture of holding on to favorite issues

By **Ted Spiker, Florida**
Head of the Magazine Division

The other day, a student sat in my office to talk about story ideas. She had quite a few — the soldier graffiti artist, the community's anti-green voices, the silent protesters who prayed in front of a women's health clinic. While brainstorming, she glanced at my shelves.

Mid-sentence, she changed her line of thinking.

"Wow, you have a lot of magazines," she said, with the nonchalance of an "um" or "like" before quickly turning to an idea about birth control.

With somewhere in the four-digit figure of issues in my office, I get that response a lot, as I'm sure many of you do, too.

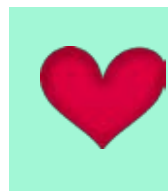
For many of us magazine maniacs, our old issues are like photo albums or 1983 concert T-shirts — you just can't stand the idea of throwing any of them away. This summer, I did toss (er, recycle) four thigh-high stacks of old issues to make room for new ones. Students and fellow profs ask me why I keep so many. "Do you really go back and read them?" they say.

Of course, I don't, but I also can't stand the idea of throwing out so many of the issues that mean something culturally and/or personally. I don't care what kind of digital archiving we'll have in the future, and I don't care if every issue of every magazine will sometime be available with



**I'm excited
about the future
of magazines,
of media,
of the new
technology
that will change
the way we get
information,
the way we read.**

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There's just some issues I'm never going to part with!

the true-to-life flip-on-screen technology; there are just some issues I'm never going to part with. Such as the following:

- 1)** Some of the issues of magazines that no longer exist, be it *George*, *Talk*, *Brill's Content*, *Best Life*, *Sports Illustrated on Campus*, or *Spy*. I tossed all my issues of *Spy* years ago, but recently bought some on eBay just so I could have some. One of my favorite *Spy* stories: They took a random wedding page from the New York Times and following up, many years later, to find out how the lives of those couples turned out.
- 2)** The 9/11 issues. Fascinating, eerie, emotional to see how magazines handled the subject. See above for how one graphic design magazine interpreted the events.
- 3)** The August 1983 issue of *National Geographic*. A 28-page spread devoted to my little old home state of Delaware.
- 4)** The first year of *Sport Illustrated*, 1954. A couple years ago, my father-in-law was cleaning out a storage room and came across a suitcase. Inside, he found the entire first year of *SI*—minus the first issue, which a relative had swiped. What a find! I thank him for passing along a piece of history (It's

perhaps the only time you'll ever find bullfighter or a marching band member on the cover of a sports mag), and I thank my wife (and eBay) for completing the set.

- 5)** The anniversary issues, the premier issues, the special issues. Fine, I'm a sucker for collector's editions of all kinds, especially when the words *LIFE* appear in white letters in a red box.

My list goes on and on

(more so than it already does here), and it doesn't even include some of my favorite covers, like when the 1980 U.S. Olympic hockey team appeared on the coverline-less cover of *SI*. I imagine you have quite a cool list, too. Please share your favorite issues with the rest of us; I started a discussion thread on our Facebook page. Click on TK to join in.

Yes, I'm excited about the future of magazines, of media, of the new technology that will change the way we get information, the way we read. But I'm also certain that no matter how whiz-bang the tech side gets (love the *Sports Illustrated* tablet, by the way; click on <http://bit.ly/5wlrAq> if you haven't seen it), I'm going to still savor the print product for the emotions, the memories, and the cultural significance. And I'm going to continue to do what I can to help my students appreciate that, too.

Keepers

BEVERLY
MERRICK
Editor

Ted Spiker's article on "Keepers" has inspired your editor to share some of the magazine themes I continue to collect over time. One of my keeper categories is the way culture uses magazines to position business success. One example is the way the Pow Wow Inn and the neighboring cafe called La Cita, of Tucumcari, utilize magazines in conjunction with their location and public relations strategies to position themselves to attract tourists in a town on the eastern route of I-40 and the historical Route 66 through New Mexico. Check out my "Keepers" from the American Southwest.



Get In Touch!
2010 New Mexico Advertisers



For info on your favorite advertisers from the 2010 VACATION GUIDE or the latest issue of NEW MEXICO MAGAZINE

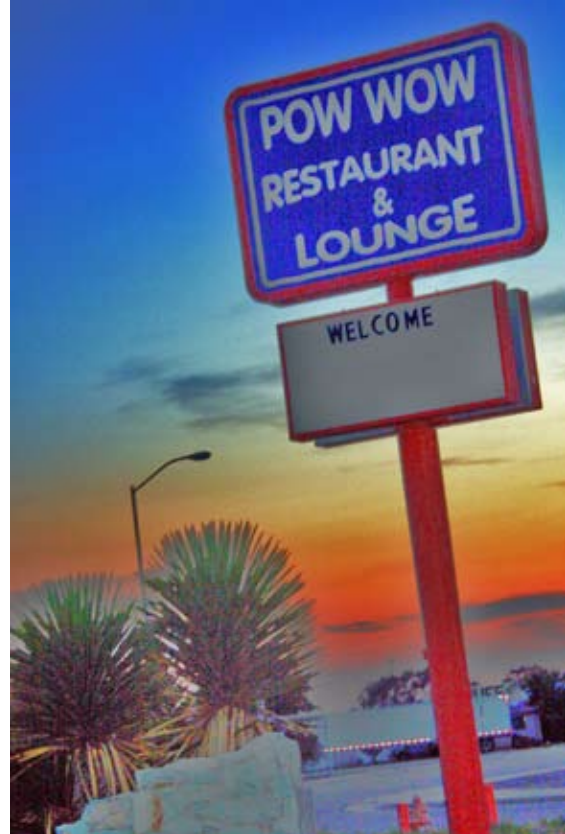
The Pow Wow Inn and businesses like it place New Mexico Magazine in their lobbies. When customers go to their motel rooms, there are more copies, plus a computer hook-up via magazine sites to provide information about the region on The Web



Shop
Unique Artwork
by New Mexico Artists

newmexicocreates.org

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Local marketing supplemented by Southwest artistry, business ads.



keepers?

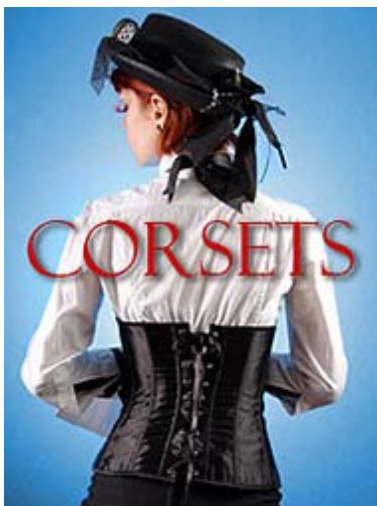
Ever since as a child, I saw my grandfather pull the back strings of my grandmother's corset with all his strength, bracing the sole of his boot against the rung of a metal footboard, I have had a continuing fascination with corsets. Magazines feature these keepers too.

Bev Merrick



Tmes runs through the hourglass figure

CORSETS FROM MAGAZINES



Can you tell the time periods for the corsets from *New York*, *Victoriana* and *Frank Leslie's Lady's Magazine*?

A colorful presentation of magazine covers between 2000-2010 from the MPA was sent by a magazine member. Check out the following:

<http://www.youtube.com/watch?v=pW2PXf5Mzsw> to see if you can see which covers were featured on YouTube from *New York* and other popular magazines.





SCALE THE HEIGHTS



The AEJMC Magazine Division invites submissions of original research papers on any topic related to print and online magazines to the AEJMC 2010 conference.

Three prizes of \$200 will be awarded at the Magazine Division at the AEJMC convention in Denver. They will be for best faculty paper, best student paper, and best paper related to online magazines. You do not need to specify if you would like to be considered for one of these top paper awards. You will be automatically entered based on your status and the nature of your paper.

All papers must be no more than 7,500 words (about 25 double-spaced pages) plus notes. Papers longer than 7,500 words will not be sent out for review. Only one paper per author will be accepted for presentation in the Magazine Division research sessions.

Multiple submissions of the same paper to other divisions are not allowed. All

research methodologies and theoretical frameworks are welcome, as is any research related to print or online magazines. Papers presented in this division at earlier conventions included but were not limited to content analyses of topics or advertisements using magazines as the source of data; qualitative investigations of business and editing practices at an online magazine; historical analyses of specific magazines, genres, or topics; experimental work on page layout and magazine design; and rhetorical analyses of literary journalism.

Papers will be evaluated on originality and importance of topic; quality of literature review; clarity of research purpose; focus; use of original and primary sources and how they support the paper's purpose and conclusions; quality of writing and organization; and extent of contribution to the field of magazine research.

Kick-off the convention with fellow educators by taking a half-day hike in Boulder. We'll meet in the hotel lobby at 10 a.m., take the RTD bus to Boulder (round-trip) and do a moderately strenuous hike in Chautauqua Park. The group will then eat dinner in Boulder before returning to Denver around 6 or 7 p.m. E-mail Ted Spiker at tspiker@jou.ufl.edu if you have questions or if you plan to go so we can get a headcount for dinner. No reservations necessary. Just show up in the lobby—with hiking shoes (and water!). Everyone is welcome.

Date: August 3, 2010 Time: 10 a.m. to 7 p.m. Cost: \$9

Primary Sponsor: Magazine Division

MAGAZINES IN THE MOUNTAINS

Join Your Colleagues in Denver, August 4-7

COME: ENJOY THE WEST

preliminary schedule, 2010 AEJMC annual convention

The Magazine Division is already shaping up to a thought-provoking and dynamic few days of panels devoted to teaching, research, and the magazine industry. Ted Spiker and I recently returned from the mid-winter chip auction in Jacksonville, and we are excited to share some of the highlights of this year's slate of programming:

1. The Magazine Marathon is back by popular demand! Once again we will have an all-star panel of magazine professors to share their favorite teaching tips on topics related to writing, design, editing, production, publishing and management. This is sure to be a hit again this year, and the audience will walk out with an all new stack of tips to try.

2. The Multiplatform Magazine. This panel, co-sponsored by the Community College Journalism Association, will discuss the challenges facing magazines today as they adapt to a digital world.

3. Communicating Policy, Pandemics and Pink Ribbons. This panel, co-sponsored by the ComSHER group will focus on science and health writing and how we can better prepare students to write magazine and feature stories on complex news topics.

4. Infusing Writing Courses with Multimedia. No matter what skills courses you teach these days, you are likely struggling with the question of how much multimedia training should you include in your courses. This panel will discuss this question and others: Do

we teach students to blog, maintain web pages, edit audio and video, and to operate equipment in reporting and writing courses, or are these skills best taught in separate multimedia skills classes?

5. Strategies for Capstone Success. Capstone classes put students and their training to the test. But how can we as instructors best make these courses work? This panel will bring together a group of experienced capstone teachers to discuss tips, goals, and weaknesses and to highlight strategies for success.

And please don't forget about the Magazine Division members' meeting, which is a great place to learn more about the division and get involved.

More details about panelists and times will be coming soon, though if you are making plans ahead of time, we worked to schedule all our panels, meetings, activities, and research paper sessions Tuesday through Friday, which leaves Saturday as an open day. I look forward to seeing you all in Denver in August

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AEJMC Student Magazine Contest 2010

Deadline: Wednesday, May 5, 2010

RULES:

① Each school is limited to five entries per category.

② Entries are limited to classroom or closely advised magazine projects and must be accompanied by a correct entry form signed by a faculty member. (Entry forms may be photocopied).

③ A \$10 entry fee is required for each entry (AEJMC members and nonmembers). Checks only.

④ Send one package with all entries from your school, and include one check to cover all entries, payable to AEJMC Magazine Division.

⑤ Entries that are illegible or do not meet the rules will be disqualified without notice and without refund.

⑥ Only Start-Up Magazine Projects entries will be returned if you send a self-addressed postage-paid envelope with the entry. All other entries will be discarded.

For EACH MAGAZINE ARTICLE ENTRY (consumer or trade) submit the following:

• Two (2) copies of the article manuscript with the author's name and school eliminated.

• Two (2) blind title pages that include article title, category and target magazine.

• Please keep electronic copies of magazine article entries; winners may be later published.

Start-up Magazine Project

① Team Category

② Individual Category

Each entry must be an original creative idea for a new magazine. Submit only one (1) copy of the prospectus and a photocopy of the prototype (do not send originals!).

The project must include a prototype of at least 20 pages that includes:

• Fully mocked-up cover.

• Fully mocked-up table of contents (must include actual, not dummy, copy).

• Live titles.

• Appropriate art.

A prospectus (business plan) that includes:

• Concept description (purpose, editorial philosophy, audience, competition, proof of need).

• Advertising analysis and strategies.

• Circulation analysis and strategies.

Staffing plan (editorial and business sides).

• Financial information (basic one-year budget for entire publishing enterprise).

Single Issue of an Ongoing Print Magazine

③ General excellence (Judges consider the entire book, including editorial and design.)

④ Design

⑤ Editorial

For magazines sponsored by journalism programs, and edited, written, designed

AEJMC Student Magazine Contest 2010 CONTINUED

and produced by students. Submit two (2) copies of one (1) issue published between May 2008 and May 2009. Each school may submit only one issue of any student magazine in each category. If a school produces more than one student magazine, a school may submit one issue of each magazine in each category. An authenticating statement from a faculty member must accompany each entry and include the following: frequency, number of copies printed, budget (including funding sources), constraints, target audience and ad income.

Online Magazine

⑥ Online magazines will be judged for overall content, design and effective use of the medium. An authenticating statement from a faculty member must accompany each entry and include the following: frequency, budget (including funding sources), constraints, target audience and ad income. Submit the magazine's URL (e.g. <http://www.collegemag>).

Consumer Magazine Article

⑦ First person (personal essays and narratives)

⑧ Service (how-to and service articles)

⑨ Feature (human interest articles about, for example, food, nature, science and trends)

⑩ People (profiles and stories and people)

⑪ Places (travel articles and stories about places)

⑫ Investigation and Analysis (depth reporting and analysis)

This category is for nonfiction articles written for a general or special interest magazine, including student magazines, that is distributed to the public. Students may enter one article into more than one category, but must pay

the \$10 fee for each entry. Send unpublished manuscript or tear sheet. Articles must have been written for a university course between May 2008 and May 2009.

Business-to-Business Press Article

⑬ This division is for nonfiction articles written for a B-to-B magazine covering a specific industry or occupation. (See Business Publication Advertising Source (BPAS)—Parts I & II, published by SRDS, for magazine titles and editorial profiles.) Emphasis is on useful information that readers need to get ahead professionally and to make their business successful. Send unpublished manuscript or tear sheet. Articles must have been written for a university course between May 2008 and May 2009.

For each magazine article entry (consumer or trade):

• Two (2) copies of the article manuscript with the author's name and school eliminated.

• Two (2) blind title pages that include article title, category and target magazine.

• Please keep electronic copies of magazine article entries; winners may be later published.

Entries **must be received**

by Wednesday, May 5, 2010.

Entry forms are online at the following site:

<http://aejmcmagazine.asu.edu/>

Send articles, projects, magazine issues, entry forms and entry fees to the following:

AEJMC Student Contest
Carol Holstead
School of Journalism
1435 Jayhawk Blvd.
University of Kansas
Lawrence, KS 66045

785.864.7628, holstead@ku.edu

here's a real **WINNER**

Vicki Wellington, publisher of Food Network Magazine, was named the 2010 Magazine Professional of the Year by the AEJMC Magazine Division.

Wellington will accept her award at the annual AEJMC convention in Denver in August. On Thursday, Aug. 5, she will make a featured presentation, "Ensuring a Print Future in a Digital Age."

In October 2009, Food Network Magazine was named Ad Age's A-List Launch of the Year. In its launch year, the magazine tripled its rate base to 1.25 million. Food Network Magazine is already one of the 100 best-selling American magazines on the newsstand.



PUBLISHER
AEJMC Magazine
Professional
of the Year

FOOD NETWORK MAGAZINE WAS NAMED ADVERTISING AGE'S A-LIST FOLLOWING TWO NEWSSTAND TEST ISSUES PUBLISHED, IN OCTOBER 2008 AND JANUARY 2009, A YEAR AFTER ITS STEALTH ARRIVAL, THE MAGAZINE ALREADY RANKS AS THE SECOND-LARGEST FOODIE BOOK ON THE MARKET.

The honor was announced by the Division's Immediate Past Head Dr. Dane Claussen, who chaired the selection process, and by Prof. Ted Spiker, the Division's current Head. Dr. Samir Husni, director of the Magazine Innovation Center, nominated Wellington.

"When you consider what a success Food Network Magazine has been—especially during a challenging time for the media industry—then you can see why Vicki is well-deserving of this honor," Spiker said. "And we're thrilled that she's going to share her vision of the future of magazines with us in Denver."

Food Network Magazine is launched as a joint venture of Hearst Magazines and the Food Network in October 2008. Wellington had been publisher of Cosmo-Girl since February 2008. Prior to joining Hearst Magazines, Wellington was the founding associate publisher

First, it was the magazine; now, it is the publisher of the magazine who is receiving the honors of being named by the Association for Education in Journalism and Mass Communication's Magazine Division as the 2010 Magazine Professional of the Year.

SAMIR A. HUSNI, MR. MAGAZINE

Check out this story and other magazine news and commentary from members and associates on the magazine site for FACEBOOK:
<http://www.facebook.com/pages/AEJMC-Magazine-Division/120635031447>.





BOOK REVIEWERS

*JOURNAL OF MAGAZINE
& NEW MEDIA RESEARCH*

Plans are afoot to expand the Book Review section of the *Journal of Magazine & New Media Research*. Beginning with the fall 2010 issue, the journal will feature more reviews plus a listing of new books on magazines and digital media. If you're interested in reviewing a particular title or receiving a book to review, please contact me at the following: berntj@ohio.edu.

Joe Bernt
Book Review Editor

News Brief

ASME: Marlene Kahan Out

Mike Taylor noted that *FishbowlnY* has reported that American Society of Magazine Editors Executive Director Marlene Kahan has left the organization.

ASME Chief Executive Sid Holt has confirmed that Kahan has left her position. Kahan announced her decision in February, he said.

Reportedly, Kahan will continue to work on the ASME board with Holt on the National Magazine Awards, Holt said. Kahan has served as Executive Director of ASME for twenty years.

Diagnosed with early onset Parkinson's in 2003, Kahan has campaigned extensively to raise awareness, and in 2008 she won the Alan Bonander Humanitarian Award for her efforts.

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"Sumner, David E." <sumner@bsu.edu>, Ball State, Research Journal Chair

Elizabeth Hendrickson, University of Tennessee, Asst. Journal Editor

Carol Schwalbe <cschwalbe@asu.edu>, Webmaster, Arizona State

CALL FOR SUBMISSIONS

JOURNAL

OF MAGAZINE & NEW MEDIA RESEARCH

Our division's scholarly publication, the *Journal of Magazine & New Media Research*, is eager to publish your research. Under David Sumner's editorship, the journal gained momentum. The current issue features five research articles and two reviews. Check it out online at <http://aejmcmagazine.asu.edu/current-issue.html>.

We want to keep the momentum going by making *JMNMR* the go-to publication for research about magazines and new media. We're interested in articles that explore all aspects of research involving both these areas and the pedagogy associated with them.

Our journal is now accessible through EBSCO. Articles are searchable by title, author, or any of the other fields available through EBSCO; submission guidelines, <http://aejmcmagazine.asu.edu/guidelines.html>. The editors look forward to submissions! They are Carol Schwalbe, Editor; Elizabeth Hendrickson, Assistant Editor.



Web service tries to help magazines turn the page

BY DANIEL LEE. Business Columnist, Indianapolis Star, Nov. 15

B.A. graduate of the Ball State magazine journalism program

Reading an in-depth and expertly crafted magazine article is one of life's small but wonderful pleasures.

Magazines, though, are struggling to reinvent themselves in the Internet age. Advertising is harder to sell. More readers are going online to consume their news and views.

But now two recent graduates from Indiana University -- Ryan Klenovich and Steve DeWald, both 24 -- are among the founding team of a startup that hopes to provide a more profitable way for magazines to publish online.

Maggwire.com, based in New York City, seeks to become an iTunes for magazines. The Web service -- recently launched in a beta form -- pulls in articles available online from more than 600 magazines, including Time, Glamour and niche publications such as Yoga Journal.

Visitors to the site may browse from articles sorted into categories. That service is free. But Klenovich said in 2010, Maggwire plans to offer a paid premium service.

Users would pay a monthly fee of \$1.99 to subscribe to a "channel" for access to magazine articles in a specific area or topic, such as celebrity news or snowboarding. Users then could add additional magazines for about 99 cents a month, or buy individual articles for anywhere from 15 to 50 cents.

Maggwire would pay magazines 75 percent of that revenue and keep 25 percent.

As Maggwire's lead developer, DeWald, who

studied finance and informatics before graduating from IU in 2007, helped create an algorithm that matches a user with those with similar interests to predict which articles that person would find most interesting.

"Chief Executive Officer Klenovich, who graduated from IU's Kelley School of Business in 2007, said, "We are saving people time because we are learning what people are interested in and bringing them only those articles."

Maggwire is trying to succeed where others have failed: getting people to pay for news content online. Yet, even in its beta form, Maggwire seems to be a quick and easy way to find some pretty interesting stories.

Klenovich, who grew up in suburban St. Louis, headed to New York after college to work as an investment banking analyst in Deutsche Bank's leveraged buyout group. He lived in the same apartment building as Jian Chai, a University of Michigan grad he met during an internship with Deutsche Bank.

Chai shared his idea for a new online service for magazines. In 2008, Chai, Klenovich and DeWald quit their jobs

in 2008 to focus on Maggwire. Klenovich told of lessons from his days at IU. Professor David Haeberle would talk to his students about taking ownership in their business dealings. Haeberle meant ownership in the sense of doing your best.

But he also meant literal ownership: "I'm a believer in ownership . . . being a principal in the transaction,"

Haeberle said. "You share in the profits."

And the risks, he added.

Maggwire has started trying to raise venture funding. For now, the company's five employees work out of their apartments as they try to write their own success story.

An Apologist for Celebrity InfatuationNOT

Sam Riley's edited book *Star Struck: An Encyclopedia of Celebrity Culture* has appeared, published by Greenwood Press, which is now an imprint of ABC-CLIO. The book delves into more than four-score aspects of contemporary celebrity culture in the United States; its scope is 1950 to the present.

Greenwood Press says *Star Struck* is "neither a stern critic nor an apologist for celebrity infatuation, a phenomenon that sometimes supplants more weighty matters yet constitutes one of our nation's biggest exports."

The encyclopedia is said to demonstrate that "all celebrities are famous, but not all famous people are celebrities, the book cuts across the various entertainment medias and their legions of individual 'stars.'" On the Greenwood Website, <http://www.greenwood.com/catalog/GR5812.aspx> the abstract is follows:

It looks at sports celebrities and examines the role of celebrity in more serious pursuits and institutions such as the news media, corporations, politics, the arts, medicine, and the law. Also included are entries devoted to such topics as paranoia and celebrity, one-name celebrities, celebrity nicknames, family unit celebrity, sidekick celebrities, and even criminal celebrities.

Greenwood extolls the following features:

- The 86 entries by contributors are alphabetically organized by topic
- A timeline section covers events connected with the development of our celebrity culture and will be especially useful to younger readers who have not lived through the entire period covered by the book



- An extensive bibliography of works dealing with celebrity is provided to encourage further reading and examination of the topic.

The entry on Magazines' "Role in Celebrity Culture" was written by Kathleen Endres of the University of Akron.

Other journalism and communication faculty who contributed to the book include expert contributors Tamara Baldwin, Ginger Carter-Miller, Russell Cook, Douglas Cumming, Bruce Evensen, Victoria Goff, Elizabeth Hendrickson, Janice Hume, Jimmy Ivory, Paulette Kilmer, Theresa Lueck, Robert Magee, James McPherson, Randy Miller, Vanessa Murphree, Stephen Prince, Edd Sewell, John Tedesco, Beth Waggen New York attorney Randle Carpenter;

popular culture scholars James Combs, Jack Estes, and Robert Sugarman; historian Craig Lockard; sociologist Ken Muir; and Amy Widmayer, formerly with Conde Nast.

He is also writing an experimental informational blog, Celebrityblogsburg.blogspot.com, to supplement the book's entry on Temporary and One-Shot Celebrity. The blog offers a much more detailed look at such "shooting stars" of many different kinds.

Star Struck: An Encyclopedia of Celebrity Culture is neither a stern critic nor an apologist for celebrity infatuation, a phenomenon that sometimes supplants more weighty matters yet constitutes one of our nation's biggest exports. This encyclopedia covers American celebrity culture from 1950 to 2008, examining its various aspects—and its impact—through 86 entries by 30 expert contributors.

Sam G. Riley has been professor of communication at Virginia Tech University in Blacksburg, Virginia, since 1981.



Two from the Snow Face of Lori Blachford Having Survived the Great Snowfalls of 2010

Teaching Strategy



Join Facebook

The AEJMC Magazine Division fan page on Facebook is up and running with 45 members. Since its launch last fall, the page has been used mostly to share magazine industry news items and pass along information on contests and conventions.

Now the fan page administrators are looking for ways to increase interaction and service. They have experimented with the Discussions button, asking fans to share their favorite Twitter links. They will soon start using the fan page's Notes feature to spotlight the work of division members.

The fan page will also be an asset as conversations begin about the panel discussions and presentations scheduled for upcoming conventions.

If you have not joined the fan page yet, it's easy. Simply search for "AEJMC Magazine Division" on Facebook and click the Join button. If you are already a member, page administrators urge you to leave comments on various posts or reach out with ideas you have for improving the fan page. Send ideas and comments to Lori Blachford at lori.blachford@drake.edu. ♦

Abrilliant hoarfrost coated Des Moines this January during the first week of classes, providing a playground for the first-year students in my Writing and Reporting Principles class.

The students formed three groups: the observers, the actors and the reporters.

The observers could only watch what was going on, not ask any questions, not take any notes, just silently watch.

The actors could interact with their surroundings and answer questions but only under the direction of the reporters or the instructor.

The reporters were urged to ask questions and take careful notes.

The students started the exercise by taking in the big-picture view of the wintry scene on campus. Then we identified one tree to study up-close. The reporters and the observers stayed on the sidewalk while the actors waded through shin-deep snow to reach their target.

The reporters asked the actors to describe what they saw. Their words included spikes and sharp and crystals. The reporters then asked the actors to touch the frost, which was soft and just disintegrated between warm fingers. After a slow start (the first actor actually reached out with a

gloved hand!), a few of the actors even agreed to taste the frost in an attempt to describe it.

Back in the classroom, we shared a few of the lessons learned.

The reporters had been so focused on the actors' observations and making notes that they missed a chance to experience the scene for themselves. All they had to do was walk through the snow. It was an important reminder of how important it is to be at that meeting to see that exhibit for yourself rather than trying to report through someone else's eyes.

The observers did the best job of taking in the entire scene, especially the way other students on campus reacted to our merry band of journalists. The actors and reporters were so focused on one another, they didn't notice.

The actors learned peer pressure can make you to lick a tree. I could say that was a lesson about thinking for yourself, but it was really just for laughs.

Mother Nature set the stage for this class activity, but there are many other options to consider: a sculpture on campus, a dessert you bring to class, a painting in the fine arts building. Look for an object that will allow students to discover details and add depth to their reporting.

It's a fun way to learn how not to take things at face value.

Promoting Thoughtful Discussion in an Online Magazine Course

CAROL FLETCHER

Hofstra University

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Suggestions:

1. Use a blog tool rather than a discussion board.
2. Establish ground rules up front, including the need for professional language.
3. As the first entry, ask students to introduce themselves with a narrative and photo.
4. Use questions that encourage students to apply lessons from the week's PowerPoints, textbook, and video to the features they read and are writing.
5. In the first few weeks particularly, model value-added responses; suggest sources, point out connections, and pose questions that require synthesis.
6. Grade each week's discussion, but don't count the first week's grade.
7. Contribute to, but do not control, the discussion. Refer to other students as sources of expertise.

Sample grading criterion: (with pts. out of 100)

- ⇒ Participated and addressed topic (10 points)
- ⇒ Made timely entry, allowing enough time for responses (10)
- ⇒ Showed evidence of having done and understood the week's reading (20)
- ⇒ Demonstrated creative thought (20)
- ⇒ Used professional language (accurate, grammatical, polite) (20)
- Made value-added responses to at least 2 other entries (20)

Suggested Videos (assuming permission):

Rick Reilly on finding the focus:
<http://www.uctv.tv/search-details.aspx?showID=8445>

Ira Glass on storytelling: <http://www.youtube.com/watch?v=n7KQ4vkiNUk>

H.G. Bissinger on structure:
<http://www.youtube.com/watch?v=IkwooQMIQ5w>

Sample questions:

Consider how "Beth Ann and Macrobioticism" would have been different if Christgau had written it as a hard news story. Would the organization have been different? The sources? The details? Which version would you rather read? Why? What makes "Beth Ann" a feature?

Rick Reilly advocates finding a small focus for a big story. What is your big story? How will you focus it?

At this point in your research, what do you think your billboard sentence will be?

In the reading from "Telling True Stories," Ted Conover argues the importance of being at the scene of the story. What place(s) will you visit to watch your story unfold? How might you incorporate Tomlinson's three rules as you go about your research?

Consider the first-person pieces that were assigned as reading this week. How do the authors avoid sentimentality in their pieces? How do they manage to convey emotions, which are internal, by referring to external events? What devices do they use to frame their stories, and contain them in confined space and time?

WE NEED YOUR HELP

The Division needs paper reviewers for the annual convention. Please help us continue the tradition of rigorous and valuable feedback to submitters—and the strong research presentations that result from it—by volunteering your time as a reviewer.

If you would be willing to review three to four papers, please e-mail Rachel Davis Mersey at rdmersey@northwestern.edu and let her know your research area and methodological expertise.

Papers for review will be available electronically through All-Academic after the submission deadline of April 1, 2010. Judges will submit reviews to the Web site using forms that contain both standardized criteria and room for narrative critiques.

Note that our policy states that members who submit papers cannot serve as judges for the Division. If you are not sure you will be submitting a paper, please consider volunteering as a judge now (I can always remove your name later, if you decide to submit a paper). Of course, judges for the Magazine Division can submit papers to other divisions.

Teaching on the Fly



Learn From This Primer: Teaching Beyond the Classroom

From Lee Jolliffe, Ph.D., Drake University

Sandy Davidson, Lillie Fears and I served as faculty leaders to a mixed group of Missouri and Drake University journalism students, at the Democratic National Convention in the fall of 2008. We met up in Denver with 347 other students from around the world, for speakers and fieldwork under the auspices of The Washington Center for Internships and Programs.

If you haven't heard of The Washington Center, do check them out on the Internet. They do a marvelous job of arranging political trips. My comments here come from this experience, as well as my own travels during graduate school days. I travelled with Ohio University Professor Ralph Kliesch's well-known European media trip.

First, never underestimate how important your trip is in the lives of every student you take with you. Here are some quotes from the final papers our students submitted, based on required journals they kept on the trip:

"This was one of the best days of my life."

"This trip changed my life."

"This was a whole new world, one I will always remember."

And, to warm a teacher's heart, this quote: "When it's time for the Conventions again, I'm going to be watching it with a different view."

How invested are the students in a travel seminar? They are contributing a lot more than money.

One of our Denver students was at the Invesco Field inauguration

event and had been since 11 in the morning. It was hot, sunny, and very, very dry. He wasn't feeling well, and eventually he was so ill he went to the First Aid station. Here's what he said about it:

"They put me on intravenous fluids....That worked great for 6 hours but did wear off. My parents told me to go back to my room (at Regis University), but I insisted the event was too important to miss." Notice that after IV fluids, he went back to work for 6 hours, and when he felt terrible again, he stayed anyway. In fact, he reported on the event for WINS 1010 radio, and ABC News outlet.

Since your students *are* investing a lot — both emotionally and financially — in the trip, please — Don't

continues PAGE 17

waste precious not-at-home time to lecture or have students sit in a hotel room somewhere and read. These are things they can do at home where it's much cheaper!

Have pre-travel seminars for preparatory readings and discussion. During the trip, daily discussion sessions are a great idea and help students frame their experiences, but limit the lectures, even by speakers along the way.

If we found one flaw in our Washington Center participation, it was the Center's fear of empty moments. They even gave someone a microphone on a half-hour bus trip, to lecture to us about Colorado history. Don't do this, please.

Allow free time. Allow silence. You don't have to fill the space with sound during tours, even though most of us are used to lecturing or running discussions ad infinitum. Whether it's Niagara Falls or Notre Dame cathedral, let it speak for itself. In fact, if you can, arrange your visits to famous churches during a service, or, say, visit a media company as the publication is being created. A moment I have never forgotten came when Ralph Kliesch's travel seminar group got to stand *in the control room* while Dan Rather did the *CBS Nightly News*.

One of the surprising issues our students reported in their papers was high anxiety. They are even more worried about the trip than you are.

As one young woman said, she "perseverated about things small and large, mundane and massive".

So expect to do a lot more emotional maintenance than we usually do in the classroom setting. Every student is in edge.

Being responsible for everything, from travel arrangements to where the next meal is coming from to the part you care most about — teaching — is very wearing. If you can travel with a reliable travel-trip company, do it. If not, try and pressure your school into providing an "RA" type person to help take care of the after-hours shenanigans that your students will get up to.

And while we were fortunate in not having this happen during our trip, if you have a problem student, *please* deal with the problem quickly. Sit them down for a talking-to, and if you can't settle the student into behaving well, send them home.

Finally, we already know that different people learn in different ways. You know the saying "seize the teaching moment"? Something I learned on this travel trip is that there are wonderful "teaching moments" during a trip. Usually these happened in smaller settings, where one or two students asked me something.

A young man from Los Angeles sat beside me on a bus trip to the Convention Center.

"I've heard there are ways to get into the Convention Floor," he said.

"Yes, there are. So tell me about your experience back home," I said. "Did you work on one of the campaigns?" — Most of the students were political science majors and had

worked for candidates:

"Yes, I was down at Hillary's headquarters every day," he told me.

"There's your 'in'," I told him. "Go to the California delegation's hotel and talk with the older delegates.

See whether you recognize any of them from the campaign. Even if you don't, let them know you're really interested in getting a chance to be on the Convention Floor. Usually, someone will share their pass with you for a while. The Party elders like to bring new young people into the mix."

He tried it and later sought me out to tell me "It worked!" He was loaned a precious "FLOOR pass" for several hours by a Hillary delegate.

And last of all, require journals and possibly blogs. Check every few days that the journals are being kept, and be sure to include them in the course grade — or you'll get a mess of random notes the student has concocted at the end. Since this *is* a high point in the students' lives, you want to help them keep a record of it.

Blogs do seem to increase the quality of student writing. On our trip, the Missouri students wrote for their on-line news media, while the Drake students had a blog at "www. DRAKENATIONALCONVENTION.com".

Our site was visited by people from all over the world, and had several thousand unique visitors, many of whom returned for several days to read what the students were seeing and thinking. It's still online and with the great access we had, there are some excellent photos the students took, too—drakenationalconvention.com.

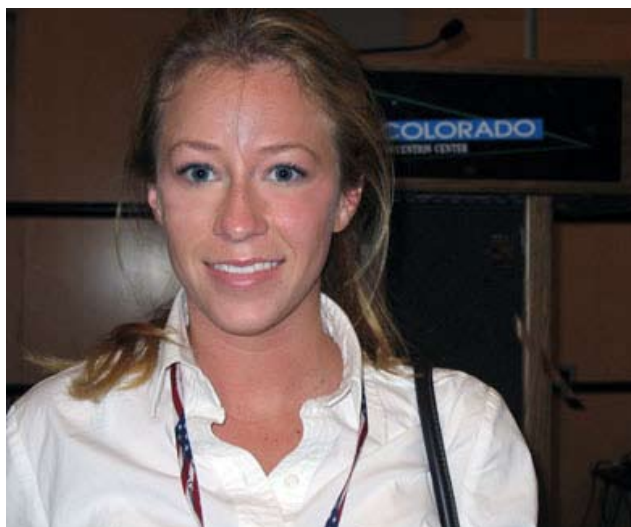
Travel seminars are a huge amount of work, but the world is a wonderful classroom!

By LEE JOLLIFFE, Lee.Jolliffe@drake.edu

Some notes on my life at Drake: When I took over the magazine program at Drake, it had four seniors and fewer than 20 majors. It was, in fact, in danger of being discontinued. This year, we have 158 magazine majors. More important than numbers, though, are the students themselves. Drake appeals to smart, hard-working, clever young people who are often funny, warm, good citizens. What fun to spend time with such students, who become friends after graduation. And because they come in with great talent, they succeed. We have had an ASME intern—often two—selected from Drake in 24 of my 25 years there. Our magazines have won more than 150 local, regional, and national awards, and we have a case full of Pacemakers. Our grads are now on the mastheads of magazines such as *Better Homes and Gardens*, *Diabetic Living*, *Entertainment Weekly*, *Glamour*, *Real Simple*, *Reader's Digest*, *Sound and Vision* and on Web sites such as parents.com, timeoutnewyork.com, and babyzone.com.



The above photo at Invesco Field shows Drake journalism students at Invesco Field the week before the Convention, scouting the territory, so to speak. Below, left, shows Drake student Jeff Glaze on the convention floor with his coveted FLOOR pass. Photo three is Alexa Pichert after a tough day of helping run several major events, from a “Rock the Vote” concert to a “She Should Run” rally.





WELCOME!

Photos of The Emirates Natural History Group Document The Desert Culture, The Environment

We need to move beyond the classroom as we train young people to engage the problems of our world in culture, history, diversity and the environment. I taught magazine journalism in the Abu Dhabi Emirate for two years. However, some of the most valuable lessons were those I learned outside the classroom, photos used in the classroom. Here a young man welcomes expatriots from across the globe to The Al Ain Oasis. An elementary teacher from Florida puts her ear to a desert gourd, which is inscribed with the New Testament words of John 3:16 featured in grapevines; at the remote dam of the Khutwah Oasis, a Pakistani laborer prays in the Islamic tradition.



THE EAST and THE WEST come together in learning and in educating others.



continues, **Photo Life** of a magazine journalist



The Emirates Natural History Group produces a living history of the environment through excursions sometimes three times weekly into the oases, deserts, villages and ancient sites of UAE and Oman.



Bread and Water and a Cell Phone





The joy of discovery, a red-winged dragonfly and a bit of pottery from the rough terrain topped by cliff-hanging palms.





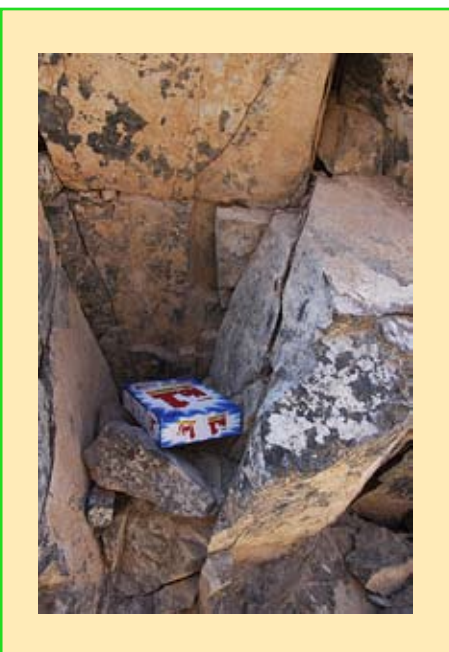
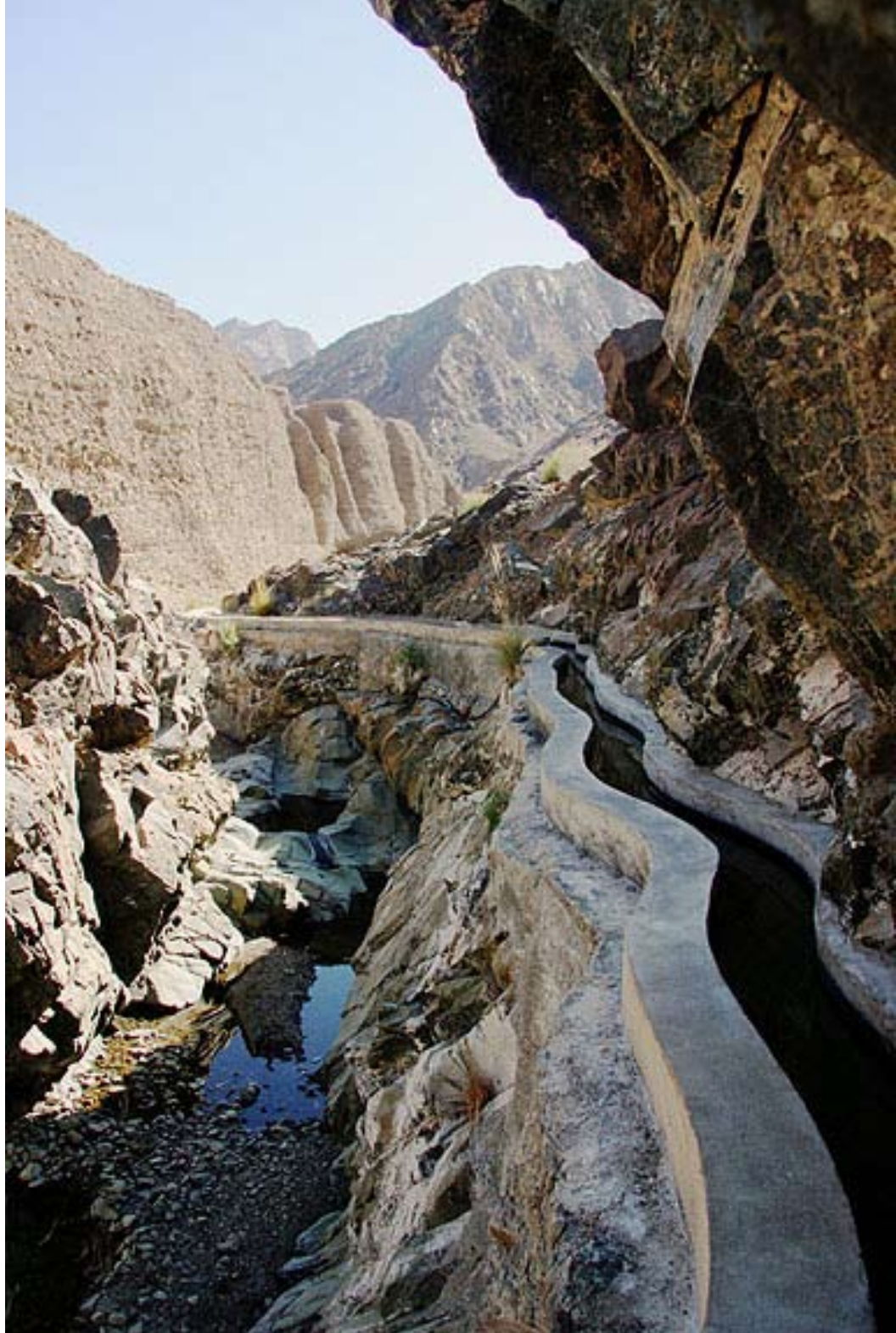
**HAND CRAFTING OF THE DHOW, FULL-SIZE AND
MINIATURE FOR SAILING IN THE PERSIAN GULF.**



Night & Day: For study, attracting insects with light in the harsh environment



Every town planner takes the falaj into consideration, and the system is always kept scrupulously clean. The system takes water from a spring, usually in the mountains' irrigation system, the origins of which go back centuries. The channel must be painstakingly lined with cement that is impervious to water. Constructing a falaj that runs in the open is not always easy, because a constant but slight fall is required. Such falajes are therefore most often seen on sides of mountain cliffs, the new running over the old being the apparent construction.



SHARING PHOTOS By Popular Request

Thanks, Bev Merrick



From luscious green grapes to towering desert palms: This ancient oasis in Oman reflects the skill of the itinerate villagers, who enjoy hiking environmentalists and photographers, who catalogue the plants, animals and other living inhabitants that share the water collecting from the streams running cool and fresh out of the mountains past ancient ruins.



A member of the United Emirates History Group sits in the meeting room of the childhood home of His Honor Sheikh Zayed Bin Sultan Al Nahyan, the late founder and first president of the United Arab Emirates.





EAST meets WEST, youth and aged in our changing world. This Arab lives on the cliffs of a mountain village of Oman, and expatriates meet in the reconstruction of an Arabian fort centuries old. However, all enjoy the pottery for their homes and the airshow that brings barnstormers from about the globe. The pottery is sold to tourists, who then watch aircraft fly through the smoke, which looks like a camel with numerous humps. The best of 120 photos presented at the Sheikh Zayed Center for Culture and History (By Bev Merrick).

