

Magazine Matter

AEJMC Magazine Division Newsletter

Summer 2015 vol. 35, no. 2

Note from the Division Head



Kevin Lerner
Marist

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

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

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

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

Lastly, I'd like to thank all of the officers and chairs and editors who have served the division over the last year. When I assumed the position of Division Head, past heads assured me that the hardest part of the job was assembling the team that would do all of the actual work. That has proved to be completely true. I look forward to seeing all of you, officers and membership, in San Francisco.

See the 2015 AEJMC
**Magazine
Division
Programming**
pullout section on
pages 2 and 3.

Look Inside:

Overview Panels/Events	2
Meet the AEJMC Editors	3
Magazine Tour	3
Pullout of Programming	4-5
Contest Winners	6-9
Professional of the Year	9
Feature- 1st Day Formula	10
Kudos	10
Executive Board	11
Textbook Flyer	12

Magazine Events & Programming

By Susan Currie Sivek, Linfield



The Magazine Division's San Francisco programming reflects the wealth of magazine-related activities in the Bay Area. Thanks to the terrific ideas and connections of our members, we have an especially strong set of PF&R panels this year — though our teaching panels and research representation are also fabulous. Please refer to the summary recently sent out, to the AEJMC program, or to this newsletter for full schedule details, as well as for additional descriptions of the panels.

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

Sharon at speshkin@colum.edu for information.

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

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

introduce you to nine new possibilities for your courses.

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

Many thanks to all those who have contributed to and will participate in this terrific program. I'm looking forward to seeing everyone there!

Non-Division Programming Meet the Editors

August 7 Friday

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

Journalism & Mass Communication
Quarterly Panel Session:

Meet the Journal Editors

Moderating/Presiding: **Louisa Ha**,
Bowling Green State, *JMCQ* editor

Louisa Ha, *Journalism and Mass
Communication Quarterly*

Maria Marron, *Journalism and Mass
Communication Educator*

Linda Steiner, *Journalism and Mass
Communication Monograph*, Incoming

Wat Hopkins, *Communication Law and
Policy*

John Haman and Andrea Weare,
Journal of Communication Inquiry,
Outgoing and Incoming

Elizabeth Meyers Hendrickson, *Journal
of Magazine and New Media Research*

Patrick Lee Plaisance, *Journal of Media
Ethics*

Dan Stout and Judith Buddenbaum,
Journal of Media and Religion

Bey-Ling Sha, *Journal of Public
Relations Research*, Incoming

Ran Wei, *Mass Communication and
Society*

Sandra Utt, *Newspaper Research Journal*

Berkley Hudson, *Visual Communication
Quarterly*

To allow interaction, this panel will combine
elevator speech and speed dating format.

One representative from each journal will
present in 3 minutes what kind of manu-
scripts his/her journal is looking for and
some unique characteristics of each journal.

Next, 3-5 questions from the floor.

Then each journal's editor(s) will sit at
different tables and people can meet them.

The Magazine Tour Strikes Again

By Sharon Bloyd-Peshkin, Columbia College

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

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

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

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

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

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



Magazine Division Programming AEJMC San Francisco 2015

WEDNESDAY, AUGUST 5

9:30 a.m. to 4:30 p.m.

Off-Site Event

Magazine Tour

Organizer: **Sharon Bloyd-Peshkin**

9:30 a.m. to 11 a.m.: *Sierra*

12:30 a.m. to 2 p.m.: *Mother Jones*

3 p.m. to 4:30 p.m.: *WIRED*

Please sign up in advance to participate in this tour. Space may still be available. Contact Sharon Bloyd-Peshkin at speshkin@colum.edu.

THURSDAY, AUGUST 6

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

Magazine and History Divisions

Invited Research Panel Session:

The Future of Magazine History:

Research Perspectives and Prospects

Moderating/Presiding: **Marcia Prior-Miller**, Iowa State

Panelists:

David Abrahamson, Northwestern

Berkley Hudson, Missouri

Elliot King, Loyola, Maryland

Carolyn Kitch, Temple

Abe Peck, Northwestern

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

Magazine Division and Small Programs Interest Group

Teaching Panel:

Going Pro: Teaching Students to Use Social Media as

Professional Communicators

Moderating/Presiding: **Lisa Weidman**, Linfield

Panelists:

Kathy Previs, Eastern Kentucky

Darren Sweeney, Central Connecticut State

Yumi Wilson, San Francisco State

Carol Zuegner, Creighton

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

Off-Site Event

Magazine Tour

Organizer: **Sharon Bloyd-Peshkin**

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

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

Refereed Paper Research Session:

The Future of Magazines: Expanding Boundaries

Moderating/Presiding: **Aileen Gallagher**, Syracuse

“Finding the Future of Magazines in the Past: Audience Engagement with the First 18th-Century Magazines”

Elizabeth Bonner, Alabama

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

Elizabeth Hendrickson, Ohio

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

Elizabeth Bonner, Alabama

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

Suman Mishra, Southern Illinois, Edwardsville

Discussant: **Susan Currie Sivek**, Linfield

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

Magazine Division and Commission on the Status of Women Research/PF&R Panel Session:

Behind the Pages of Women’s Magazines:

Professionals and Researchers Converse

Moderating/Presiding: **Margaretha Geertsema-Sligh**, Butler

Panelists:

Miglena Sternadori, Texas Tech

Stacey Hust, Washington State

Janet Ozzard, Executive Editor, *Baby Center*

Miranda Crowell, Deputy Editor, *Sunset*

FRIDAY, AUGUST 7

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

Magazine and Communication Technology Divisions

PF&R Panel Session:

Tech Magazines Lead the Way to Digital Platforms:

Lessons, Opportunities, Forecasts

Moderating/Presiding: **Peggy Watt**, Western Washington

Panelists:

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

Rafe Needleman, editor-in-chief, *Maker Media*

Connie Guglielmo, editor-in-chief, *CNET News*

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

Magazine Division and Internships and Careers Interest Group

PF&R Panel Session:

Silicon Valley: Media Savior — Or Saboteur?

Moderating/Presiding: **Scott Fosdick**, San José State and

Rachele Kanigel, San Francisco State

Panelists:

Clara Jeffery, Editor, *Mother Jones*

Robert Capps, Editorial Director, *Wired*

Stacie Chan, Community Manager, *Google News*

Evan Hansen, Head of Content Labs, *Medium*

Magazine Division Programming AEJMC San Francisco 2015

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

Magazine Division and Community Journalism Interest Group
Research Panel Session:

Creation of Community in the Magazine Form:

Legacy to Online

Moderating/Presiding: **Sheila Webb**, Western Washington

Panelists:

Sheila Webb, Western Washington

Elizabeth Hendrickson, Ohio

Amanda Hinnant, Missouri

Dan Kennedy, Northeastern

Michael Clay Carey, Samford

SATURDAY, AUGUST 8

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

AEJMC Refereed Paper Research Session:

Scholar-to-Scholar — Magazine Division

#37 “A Boondoggle in Space:

Themes in 1960s Era Space Exploration Journalism”

Jennifer Scott and **Stephen Perry**, Regent

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

Magazine and Visual Communication Divisions

Teaching Panel Session:

Teaching Marathon

Moderating/Presiding: **Bob Britten**, West Virginia

Panelists:

“Teaching Multimedia Narrative: Taking ‘My Test’”

Lisa Phillips, SUNY at New Paltz

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

Vanessa Gregory, Mississippi

“Photos Beyond Borders:

Visual Presentation from a Global Perspective”

Nicole Dahmen, Oregon

“I’M VAIN: A News Literacy Tool”

Ann Auman, Hawai’i

“What It Means to Be a Journalist”

James Rada, Ithaca

“What We Talk About When We Talk About Paraphrasing”

Aileen Gallagher, Syracuse

“Film and Television References Across Cultures”

Alia Yunis, Zayed

“On the Fly: Writing and Shooting on Study Abroad Trips”

Carol Schwalbe, Arizona, **B. William Silcock**, Arizona State

“How Partnering with Service-Learning Partners Advances
Visual Literacy”

Sheila Webb, Western Washington

5:15 p.m. to 6:45 p.m.

Refereed Paper Research Session:

Magazine Division Top Research Papers

Moderating/Presiding: **Miglana Sternadori**, Texas Tech

“The Ethics of Common Sense: Considering the Ethics

Decision-making Processes of Freelance Magazine Journalists*
Joy Jenkins, Missouri

“Sexuality and Relationships in *Cosmopolitan for Latinas*

Online and *Cosmopolitan Online***
Chelsea Reynolds, Minnesota

“Picturing Cities: A Semiotic Analysis of City and Regional

Magazine Cover Images”***
Joy Jenkins and **Keith Greenwood**, Missouri

“Survivors and Dreamers: A Rhetorical Vision of *Teen*

Voices Magazine”****
Ellen Gerl, Ohio

Discussant: **Kevin Lerner**, Marist

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Discussant: **Kevin Lerner**, Marist

* First Place Student Paper

** Second Place Student Paper

*** First Place Faculty Paper

**** Second Place Faculty Paper

7 p.m. to 8:30 p.m.

Business Session: Members’ Meeting

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

9 p.m.

Off-Site Event: Educator of the Year Celebration

Lulu’s Restaurant, 816 Folsom Street

RSVP to attend. Space may still be available.

Contact Liz Fakazis at lfakazis@uwsp.edu.

SUNDAY, AUGUST 9

12:45 p.m. to 2:15 p.m. /

Teaching Panel Session:

Does Branded Content Belong in a Journalism Curriculum?

Moderating/Presiding: **Elizabeth Hendrickson**, Ohio

Panelists:

Beth Egan, Syracuse

Patrick Howe, California Polytechnic

And the Winners Are...!

By Carol Holstead, Kansas

The Student Magazine Contest results are complete in our first-ever online contest.

There were some kinks, but the online portal worked well and was easy to use. Next year, I will make some changes. I may have print magazines sent to me, at least in the Design and General Excellence categories, and I will send them to judges because judges expressed a desire to see print copies. Certainly, now that I have done the front-end production, the online contest will be easier for me to manage.

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

As ever, first-place winners in the contest will receive checks for \$100 and everyone will receive certificates. I will present certificates to winners at 7 p.m., August 8 at our Magazine Division Member's Meeting at the AEJMC conference in San Francisco. I will mail certificates and checks to schools not represented--but if you have colleagues attending, please invite them to attend the presentation in your absence.

Congratulations to all the winners! And thank you for entering.

1. Articles: Places (16 entries)

Judge: **Scott Stuckey**, editor of *The Science Teacher*; author of *National Geographic's Ultimate Field Guide to Travel Photography* and former managing editor of *National Geographic Traveler*.

1st Place: "Our Blue Highways," by Vox Staff, Missouri. **John Fennell, Sara Shipley Hiles, Heather Lamb** and **Erica Mendez Babcock**, advisers

2nd Place: "Lessons in the Outdoors," by **Ali Herman**, Northwestern. **David Abrahamson**, adviser

3rd Place: "Stepping Up to a Legacy," by **Yuri Han**, Northwestern. **David Abrahamson**, adviser

2. Articles: People (29 entries)

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

1st Place: "The Girl With the Golden Heart," by **Rebecca Dell**, Missouri. **John Fennell, Heather Lamb**, and **Sara Shipley Hiles**, advisers

2nd Place: "Notes from the Underground," by **Joey Fening**, Missouri. **John Fennell, Heather Lamb** and **Paige Williams**, advisers

3rd Place: "Prize Fighters," by **Alanna Kelly**, Ryerson. **Tim Falconer**, adviser

Honorable Mention: "All About Andrew," by **Dana Woods**, Kent State. **Bruce Zake**, adviser

3. Articles: Investigation and Analysis (19 entries)

Judge: **Andrew Putz**, executive editor of *MinnPost*, former editor of *Boston and Minnesota Monthly* and deputy editor of *Mpls. St. Paul Magazine*.

1st Place: "The Death Penalty in Missouri from A to Z," by Advanced Writing class, Missouri. **John Fennell, Heather Lamb** and **Paige Williams**, advisers

2nd Place: "Sticky Fingers," by **Emily Ornberg** and **Margaret Mahar**, Columbia College Chicago. **Sharon Bloyd-Peshkin**, adviser

3rd Place: "Two Seconds in Cudell," by **Chrissy Suttles**, Kent State.

4. Articles: Service and Information (13 entries)

Judge: **Elizabeth Fenner**, editor-in-chief of *Chicago Magazine*

1st Place: “Roots ‘n’ Blues,” by *Vox* staff, Missouri. **John Fennell** and **Heather Lamb**, advisers

2nd Place: “Corn-Fed Comedy,” by **Sarah Whaley** and **Madison Borgmann**, Indiana. **Nancy Comiskey**, adviser

3rd Place: “Brunch Time,” by *Vox* staff, Missouri. **John Fennell** and **Heather Lamb**, advisers

5. Articles: Feature (36 entries)

Judge: **Mike Sager**, writer-at-large for *Esquire* and author of *Scary Monsters and Super Freaks* and *Revenge of the Donut Boys*

1st Place: “Dear Dolly,” by **Jenna Fagan**, Indiana. **Nancy Comiskey**, adviser

2nd Place: “The Midwest’s Traffic Trap,” by **Molly Longman**, Drake. **Jeff Inman**, adviser

3rd Place: “Young MacDonald Has a Farm,” by **Maggie Cregan**, Syracuse. **Aileen Gallagher**, adviser

Honorable Mention: “Where the Wild Things Are,” by **Aimee O’Connor**, Ryerson. **Tim Falconer**, adviser

6. Articles: First Person (18 entries)

Judge: **Jennings Brown**, staff writer at *Vocativ*, former associate editor at *Esquire* and *Popular Mechanics*

1st Place: “Running Toward Grief,” by **Kayli Kunkel**, Drake. **Jeff Inman**, adviser

2nd Place: “The Hitchhiker’s Guide to Traveling,” by **Robert Langelier**, Missouri. **Berkley Hudson** and **Heather Lamb**, advisers

3rd Place: “Picky Palates,” by **Meredith Kavanagh**, Columbia College Chicago. **Sharon Bloyd-Peshkin**, adviser

Honorable Mention: “Nightfall,” by **Chrissy Suttles**, Kent State. **Jacqueline Marino**, adviser

Honorable Mention: “Ashes To Dust,” by **Taylor Kasper**, Missouri. **John Fennell**, **Heather Lamb** and **Paige Williams**, advisers

7. Specialized Business Press Articles (10 entries)

Judge: **Sandi Wendelken**, editor at RadioResource Media Group

1st Place: “Silenced Spring,” by **Amanda Panacci**, Ryerson. **Tim Falconer**, adviser

2nd Place: “Just Plain, Please,” by **Rachel Mast**, Akron. **Kathleen Endres**, adviser

3rd Place: “A Lion in Winter,” by **Nicholas Camp**, Northwestern. **David Abrahamson**, adviser

Magazine Contest 2015

Continued from page 7

8. Online Magazine (6 entries)

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

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

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

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

Honorable Mention: *Scientific Tusconan*, Arizona. **Carol Schwalbe**, adviser

9. Single Issue of an Ongoing Magazine: Design (12 entries)

Judge: **Roger Black** owns Roger Black, A Narrative Design Studio, which designs and redesigns print and digital publications. Most recently he was at Edipresse in Hong Kong, redesigning the *Asian Tatler* magazines

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

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

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

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

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

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

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

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

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

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

11. Single Issue of an Ongoing Magazine: General Excellence (18 entries)

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

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

2nd Place: *Vox*, "Death Penalty" Issue, 4-30-15, Missouri. **Paige Williams**, **John Fennell**, **Heather Lamb**, and **Renee Martin Kratzer**, advisers

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

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

12. Start-up Magazine Project: Team (7 entries)

Judge: **Kevin P. Keefe**, vice president-editorial, publisher, Kalmbach Publishing Co, Waukesha, Wisconsin.

1st Place: *Meridian*, **Allissa Fisher, Abbie Wenthe, Rachel Rowsey, Shannon Robb, Lihua Yu, Lindsay Pierce**, and **Allison Shapiro**, Missouri. **John Fennell** and **Renee Martin Kratzer**, advisers

2nd Place: *Bellwether*, Syracuse. **Aileen Gallagher**, adviser

3rd Place: *Going the Distance*, **Nolan Cain** and **Jenny Drabble**, North Carolina – Chapel Hill. **Linda Brinson**, adviser

Carol Holstead — 2015 Professional of the Year



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

This award commends Carol's service in promoting and encouraging high quality magazine journalism among college students across the country through her administration of the national Student Magazine Contest.

Carol's contributions to the annual competition support excellence in the teaching of magazine journalism by recognizing and rewarding the most successful magazine journalism teachers.

Kudos

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

“Berkley Hudson is a rare breed,” said John Fennell, associate professor and the Meredith Chair in Service Journalism. “One of his mentors described him as a hothouse orchid — an apt image for a professor who constantly shows his students how beautiful journalism can be. His goal is to inspire confidence in students, to get into their minds and souls, where real, lasting learning happens. He wants to place his indelible mark on students who pass through our corridors so when they leave here they remember what inspired them to be here in the first place: to tell stories that matter and to bring meaning to our world. The scores of students who follow him years after graduating are a testament to his exceptional skills and to his humanity.”

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

My First Day Formula

By **Sharon Bloyd-Peshkin**, Columbia College Chicago



There are many ways to bore our students silly on the first day of class. We can read them the syllabus, or go around the room and ask them why they’re taking our class. Neither sets an appropriate tone for engaged learning. Such activities are boring for our students and, quite honestly, for us.

After several semesters of cringing my way through a syllabus recitation, followed by listening to my students basically tell me that mine is a required course, I took a step back and asked myself what I really wanted to accomplish during this portion of the class and how I might achieve it. My goals were to:

- learn their names
- find out what would motivate them to do well in my course
- get a sense of their strengths and weaknesses
- get them doing journalism on the first day of class

So I devised an activity that ac-

complishes all of these things. Here’s how it works.

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

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

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

Clearly, we can’t begin every course with this activity or it will grow stale and predictable. But other activities can accomplish many if not all of these things, too. The key is working backwards from what you want to achieve.

2014-2015 Magazine Division Officers

<i>Head</i>	Kevin Lerner, Marist College
<i>Vice Head</i>	Susan Currie Sivek, Linfield College
<i>Research Chair</i>	Miglena Sternadori, University of South Dakota
<i>Teaching Chair</i>	Aileen Gallagher, Syracuse University
<i>PF&R Chair & Journal Editor</i>	Sandra Mardenfeld, Long Island University
<i>Newsletter Editor</i>	Sheila Webb, Western Washington University
<i>Social Media Chair</i>	Jeff Inman, Drake University
<i>Membership Chair</i>	Jim Shahin, Syracuse University
<i>Contest Co-Chair</i>	Carol Holstead, University of Kansas
<i>Contest</i>	Pamela Nettleton, Marquette University
<i>SE Colloquium Chair</i>	Andrea Hall, University of Florida
<i>Grad. Student Liaison</i>	Joy Jenkins, University of Missouri
<i>Webmaster</i>	Carol B. Schwalbe, University of Arizona
<i>Journal Book Editor</i>	David E. Sumner, Ball State University
<i>Immediate Past Head</i>	Elizabeth Fakazis, University of Wisconsin-Stevens Point

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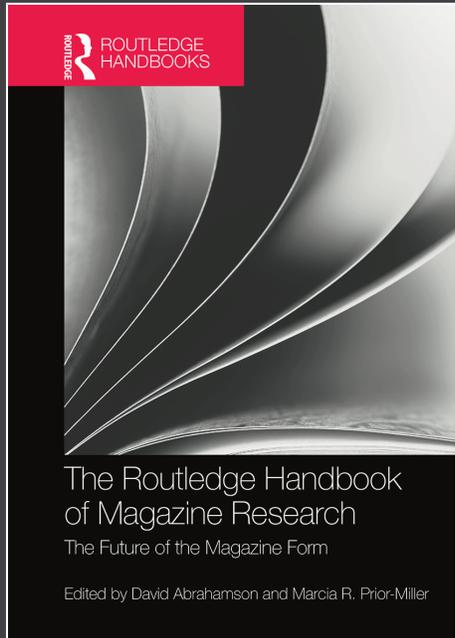
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■ <http://aejmcmagazine.arizona.edu/journal.html>



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***"Abrahamson and Prior-Miller's volume is likely to be regarded as the seminal text on the subject for many years to come."
- Richard Lance Keeble, University of Lincoln, UK***

The Routledge Handbook of Magazine Research

The Future of the Magazine Form

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

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