

Magazine Matter

AEJMC Magazine Division Newsletter

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Note from the Division Head



Kevin Lerner
Marist College

As many of you know, the AEJMC Magazine Division had its five-year audit in 2014. I attended the meeting with the Council of Divisions audit committee, and I am happy to report that they loved almost everything we are doing. They said we have one of the strongest relationships between faculty and professionals and put on some of the strongest PF&R panels every year. They are thrilled with our efforts to strengthen the quality of magazine teaching. They especially noted the work of **Carol Holstead** and **Pam Nettleton** in arranging the student magazine contest every year.

But they said that we need to raise our game on the research front. Because we are a division focused on a topic area (magazines) rather than a research method (say, Critical and Cultural Studies, for example), we often find that research about magazines that could also fit into another Division's research gets pulled into that secondary area. The Division's Top Faculty Paper in 2014, for instance, could very easily have fit into the Law and Policy Division's research competition. We're very excited, of course, that **David Sumner** chose to submit it with us. We also have a large proportion of members who are practitioners, often without Ph.D.s or formal research training. That makes us a very strong division when it comes to teaching and professional relations, but it often means that we don't have as many members conducting research.

One initiative that the Division has begun this year is a collaboration between practitioner and research faculty members. Sometimes these practitioners have very exciting ideas for magazine research—ideas that can bridge the gap between the academy and the profession. This is incredibly important at a time when magazines are reinventing themselves. We have a couple of collaborative projects underway now, and we hope to present their results at the 2015 convention.

Our Program Chair, **Susan Currie Sivek**, has been working very hard to put together a program that may be the biggest we have ever presented, with one of the broadest ranges of partnerships with other divisions. We have just gotten back the preliminary schedule and we'll be sharing the details with everyone soon. Just one note: San Francisco is a first-rate magazine city (in case you didn't know that), so we'll be reviving the tradition of tours. **Sharon Bloyd-Peshkin** and **Betsy Edgerton** are hard at work now at putting together our itinerary. So don't make your travel plans until you've seen the list.

Looking forward to seeing everyone in the City by the Bay!

See the 2014 AEJMC
**2014 Montreal
Convention Recap**
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2014 Montreal Convention Recap

By Kevin Lerner, Marist

While the heat and humidity of Montreal in August may seem like a lifetime away as most of us sit frozen in the depths of winter, we are actually only a few months past one of the most jam-packed Magazine Division conference schedules ever.



The Division opened 2014 with a Wednesday morning session on how to integrate multimedia into courses that have traditionally been writing workshops. **Carol Schwalbe** led a panel that also featured **Mindy McAdams**, **Ann Schierhorn**, **Jill van Wyke**, and **Thom Lieb**.

That afternoon, thoughts turned to food with panelists **Ellen Gerl**, **Sheila Webb**, **Sammye Johnson**, **Jim Shahin** and **Judy Columbium** highlighting the survival strategies of food magazines—from the Food Network offshoot to the independent, print-only *Lucky Peach*.

Thursday morning brought a thoughtful and invigorating panel on how a diverse array of research methodologies can be brought to bear on magazines. **Madeleine Esch**, **Carolyn Kitch**, **Miglana Sternadori**, **Carol Schwalbe**, **Glenn Leshner**, **Jane Marcellus**, and **Kalen Churcher** each presented a different approach to magazine research, showing how robust a field it can be to work in.

That afternoon, **Miglana Sternadori** led a panel of local magazine professionals, who discussed the special problems of editing bilingual magazines in a bilingual city. Panelists included **Julia Cyboran** and **Claude Laframoise** of *Loulou*, **Wah Keung Chan**, editor of *La Scena Musicale*, **Martin Masse**, publisher, *Quebecois Libre*, and **Sophie Banford**, publisher of *Chatelaine*. Then the Magazine Division's top researchers presented their work.



At lunch, several Division members crossed the street from the conference hotel for a luncheon talk by Poynter Institute faculty member **Craig Silverman**, who had also recently released the *Verification Handbook*. **Kevin Lerner** introduced Silverman, who talked about “Fact Checking, Verification and Corrections in the Age of Instant Media.”



The top faculty paper award went to **David Sumner** of Ball State for his paper “Libelous — But True: Another Look at Butts v. Curtis Publishing.” **Mandy Hagseth** of South Dakota won top student paper for “Fashionable Feminism or Feminist Fashion? Women’s Strife for Equality as Portrayed in *Cosmopolitan* and *Vogue*,” which she co-authored with **Miglena Sternadori**.

2014 Montreal Convention Recap *continued*

After the members meeting, the Magazine Division celebrated **Professional of the Year Shirrel Rhoades**, a distinguished magazine and media executive who launched the children's literary magazine *Cricket*, and also worked for *Redbook*, *Ladies' Home Journal*, *Harper's* and *Marvel Entertainment*.



Friday morning, **Susan Currie Sivek** moderated a theme research panel session on the messages that magazines are bringing to women. The session included refereed papers authored by **Andrea Hall**; **Chelsea Reynolds** and **Susan LoRusso**; and **Kathleen Endres**. **Aileen Gallagher** served as discussant.



The festivities ended Friday night with a successful graduate student social a few blocks from the hotel in Montreal's arts district. Members and graduate students drank a toast to a busy conference and vowed to see each other again in San Francisco.

New Journal Editor



As of January 2015, **Elizabeth Meyers Hendrickson**, Ohio University, has agreed to take over as the editor of the *Journal of Magazine and New Media Research*. This is not her first term as editor, so we are gaining an experienced hand.

Many thanks to **Miglena Sternadori** for her time as editor and for helping out in the transition.

You can contact Elizabeth at hendrice@ohio.edu if you have questions.

For submission information, see the Division website at <http://aejmc-magazine.arizona.edu/journal.html>



Photos from
AEJMC 2014
Sessions.



A Beginner's Guide to Bubble Soccer

By Kristen Polizzi, University of Kansas



This article and photo are by University of Kansas student Kristen Polizzii, courtesy of Carol Holstead, who supplied the article and permissions.

To see more photos and feature angles, go to <http://styleonthehill.com/a-beginners-guide-to-bubble-soccer/>

Mike Marcus, a University of Kansas senior in the religious studies department, spits strategy from the sidelines of a makeshift soccer field in Watson Park.

"I don't know why I'm yelling," he says. "They can't hear anything inside those things."

Marcus motions vaguely toward his teammates, a cloudy cluster of 20-somethings whose earlier athleticism gave way to waddling and falling sometime after they suited up.

This is what I came to see: a budding sport and a gawker's delight. I'm talking, of course, about Lawrence's premier bubble soccer league, which has drawn spectators and slowed Sunday

traffic at the corner of Sixth and Tennessee for the past three weeks.

The Guide

For the ill-informed, bubble soccer is, in the most transparent terms, traditional soccer with a twist. Teams of six battle for the ball in 20-minute halves. They shoot. They score. But one glaring peculiarity tips the scales from sport to spectacle. And that is the bubble.

Players bumble about with all but their legs tucked inside giant, inflated, crystal-colored orbs, which act as buffers for bumps and bruises and, at the same time, effectively level the playing field for novice and experienced athletes.

This is about fun, not finesse, and most certainly not about fancy footwork.

In fact, players are probably better off knowing less about soccer and more about basic physics. Because when bubble-to-bubble contact sends opponents flying with the force and directedness of a human pinball machine, you may realize that ‘sizing up the competition’ carries some serious weight.

A Brief History

Where was bubble soccer born?

Most likely on a Norwegian small screen, where the television series “Golden Goal” publicized the sport (boblefotball) in 2011. Three years later, “The Tonight Show” host Jimmy Fallon brought it stateside and inspired the inaugural U.S. league in Chicago. And now, after touring countless fields and facilities in cities across the country, the fledgling sport has finally landed in Lawrence.

One thing is certain: We’re all beginners here.

About the Bubble

I should probably address the \$400, 15-pound bubble in the room.

How much protection does that beach ball behemoth really provide? Turns out, quite a bit. The consensus among players is that the bubble—although hot, heavy and nearly soundproof—handles high-speed collisions like champ.

“You’re living your parents’ dream,” Marcus said. “It’s a contact sport, but their kid is completely protected in this little bubble.”

Go to Play

While this season is over, you may still have a (sporting) chance. Kyle Meyers, co-owner of Silverback Enterprises, the Lawrence-based event production company that hosts the local bubble soccer league, said another season is in the works.

“We’re still getting registration forms sent in and calls from people wanting to play,” Meyers said. “So we will probably start signups for another league right after this one.”

If the registration rules remain the same, leagues will be filled on a first come first serve basis. The price to play—\$40 per person and \$240 per team—includes custom-designed uniforms.

Watch for updates on Silverback’s website and the Lawrence Bubble Soccer Facebook page

Episodes in Magazine History: Carol Burnett vs. National Enquirer

By David Sumner, Ball State

The *National Enquirer* published a sixty-seven word story in its March 2, 1976, issue that resulted in one of the few successful libel lawsuits ever won by a public figure. Titled “Carol Burnett and Henry K. in Row,” it read:

In a Washington restaurant, a boisterous Carol Burnett had a loud argument with another diner, Henry Kissinger. Then she traipsed around the place offering everyone a bit of her dessert. But Carol really raised eyebrows when she accidentally knocked a glass of wine over one diner and started giggling instead of apologizing. The guy was not amused and “accidentally” spilled a glass of water over Carol’s dress.”

Carol Burnett’s family had a history of alcoholism, and she was personally outraged by the story’s implication of her public drunkenness. Shortly after the item ran, Burnett’s lawyers contacted the *Enquirer* to say the item was false and threatened litigation. The *Enquirer* conducted an internal investigation and could not corroborate its sources for the story. Therefore, it published a retraction, which read:

An item in this column on March 2 erroneously reported that Carol Burnett had an argument with Henry Kissinger at a Washington restaurant and became boisterous, disturbing other guests. We understand these events did not occur, and we are very sorry for any embarrassment our report may have caused Miss Burnett.”

Nevertheless, Carol Burnett sued. The case was widely publicized in the

media with *The New York Times* carrying twenty-fives stories about it. The California trial was carried on national television. The *Enquirer*’s lawyers argued that there was no actual malice on its part and that, as a news publication, it was protected from false statements that it had neither time nor opportunity to ascertain. Trial arguments revolved around whether the *Enquirer* was entitled to legal protection given to a “news publication” or whether it was a magazine. Under California statute, if a newspaper published a retraction on a story it learned was false, then the plaintiff had no right to punitive damages. However, the court ruled it was, indeed, a magazine, saying:

By the same token the *National Enquirer* is designated as a magazine or periodical in eight mass media directories.... its classification as a newspaper was changed to that of a magazine by the Audit Bureau of Circulations. It does not subscribe to the Associated Press or United Press International news services. According to a statement by its Senior Editor it is not a newspaper and its content is based on a consistent formula of “how to” stories, celebrity or medical or personal improvement stories, gossip items and TV column items, together with material from certain other subjects.

The jury ruled in favor of Ms. Burnett and awarded her \$300,000 in general damages and \$1,300,000 in punitive damages. A judge quickly cut it in half and an appeals court reduced it again. Both parties settled for a sum they agreed to keep secret. She had made her point, however. She used the

proceeds to establish the Carol Burnett Fund for Responsible Journalism at the University of Hawaii, “to support teaching and research designed to further high standards of ethics and professionalism in journalism, and for awards to outstanding students who have demonstrated a strong sense of journalistic responsibility and integrity.”

Adapted from *The Magazine Century: American Magazines Since 1900* (Peter Lang, 2010) by David E. Sumner

Kudos

Walter M. Brasch, professor emeritus from the Pennsylvania State System of Higher Education, has published “Life and Death in the Fracking Zone,” a chapter in *A People’s Curriculum for the Earth* (Nov. 2014), edited by Bill Bigelow and Tim Swinehart.

The book *Unrequited: Women and Romantic Obsession* by **Lisa A. Phillips**, SUNY-New Paltz, was published in January 2015 by HarperCollins.

Essays by **Kathleen Endres** on the media and the American family has just been published in Sage’s *Social History of the American Family*, edited by Marilyn Coleman and Lawrence Ganong. Her Emmy-nominated documentary, “Rebels on Lake Erie,” has just been renewed for distribution by American Public Television. Watch for the documentary in the public broadcasting station near you.

The online Masters in Mass Communication program at South Dakota State University received the 2014 University Professional & Continuing Education Association Central Region Innovative Program Award. As graduate program coordinator, division member **Lyle Olson** helped develop and teaches in the program, which received ACEJMC accreditation in May 2014. According to the award committee, the award is “of the highest distinction and honor in our profession.”

2015 Magazine Contest Info

By Carol Holstead, University of Kansas

This year we are making **two big changes** in the magazine contest—we are moving it **online** and, gulp, doubling the **entry fees** to \$20 per entry.

We decided as a division at our conference last summer it was time to deep-six paper and manage the contest online.

Entries will be submitted through the Better Newspaper Contests online contest management company.

This comes at a cost: a one-time fee of \$1,200 to set it up and roughly \$1,500 a year to manage it.

The benefits: It should be easier for schools to submit their entries and easier for judges to do their work.

Last year the contest drew 270 entries. At 200 entries we will barely break even this year—the contest also incurs \$1,200 in prizes and another \$200 in printing of certificates. We will save money by not having to ship entries to judges.

Carol Holstead, your humble contest manager, will soon figure out how all this will work and you will receive instructions on how to enter. But for now know that the categories and basic rules will not change.

The contest deadline is May 5.

Rules:

- Each school is limited to five entries per category.
- Entries are limited to classroom or closely advised magazine projects and must be accompanied by a correct entry form signed by a faculty member.
- A \$20 entry fee is required for each entry (AEJMC members and non-members). Checks only.

Categories:

- Start-up Magazine Project
- Single Issue of an Ongoing Magazine
- Online Magazine
- Consumer Magazine Article
- Business-to-Business Press Article

More details to follow.

Join the Magazine Division!

By Jim Shahin, Syracuse

The Magazine Division of AEJMC wants you as a member to help chart the course of magazine journalism instruction. Through writings, discussion, and panel participation, your involvement contributes to shaping not only the way journalism is taught but the way it is practiced.

If you are already a member, please remember to renew. If you aren't, please consider becoming one. And if you know someone who would benefit from membership, please forward this newsletter on to him or her.

Membership provides you **these benefits**:

New ideas

Membership **links you** to magazine journalism professors with specialties ranging from the industry's history to digital experimentation to longform writing to the nuances of editing, and much more.

Connections

The division's panels at the annual AEJMC conference are invaluable for **expanding your contacts** in both the academic and professional worlds. The newsletter *Magazine Matters* keeps you abreast of the division's activities.

Resources

You'll receive the division's scholarly online *Journal of Magazine & New Media Research*. A new mentor-mentee program **facilitates research** into whatever areas of magazines you wish to explore.

Teaching Assistance

You get **classroom help** through shared teaching tips, the voluntary syllabus exchange, and a resource guide to professional and academic associations.

Why Join?

Whether digital or print, magazines are **more dynamic** than they have been in a decade. That dynamism brings new challenges to our journalism programs and to preparing our students for careers in the industry.

The division's goal is to become an **indispensable forum** for a robust exchange of ideas about magazines and teaching. Your membership will improve your teaching, enhance your career, and help you to stay on top of a fast-changing media landscape.

For More info:

Go to the division's website at <http://aejmcmagazine.arizona.edu>.

To Join:

Go to <http://www.aejmc.org/home/membership/> and click on AEJMC Division & Interest Group Sign-Up Form.

I hope you join.

Please encourage your colleagues to join, as well.

Feel free to forward this info to them.

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>PR&R Chair</i>	Sandra Mardenfeld, Long Island University
<i>Journal Editor</i>	Elizabeth Hendrickson, Ohio 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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