

ASSOCIATION FOR EDUCATION IN JOURNALISM AND MASS COMMUNICATION



From the Division Head | Ivy Ashe, Florida Atlantic University

Hello MMAG members!

Welcome to 2025! We are gearing up for another strong showing at both the main AEJMC conference in August and at next month's Southeast Colloquium. A huge thank you to Andrea Hall for shepherding the Colloquium research entries and to Huyen

Nguyen for her leadership programming the summer panels—the lineup is forward-thinking, with new partnerships set up in addition to work with our usual DIG collaborators. While I can't attend the Southeast Colloquium, I'm already looking forward to seeing everyone in San Francisco.

Our five-year AEJMC division review is also coming up this summer, and February seems as good a time as any to begin reflecting on what we have accomplished over the past five years and what we as a division hope to achieve in the future. I joined MMAG in 2022, so would love to hear from both longtime members and newcomers about what brought you to this group and what you'd like more/less of moving forward (this also helps me get to know more people!).

If you have been in a past leadership role, any documents/memos you have from your years of service would be very helpful to have. You can email me at iashe@fau.edu.

Finally, I wanted to give a nod to the digital magazine journalists and outlets who've been doing tremendous work covering and contextualizing the daily firehose of news coming out of Washington, D.C., especially [WIRED](#) and [Teen Vogue](#). The specialized community-building knowledge that magazines are famous for is invaluable right now—a reminder of how much we need magazine mindsets in the news ecosystem (as a side note, WIRED has a subscription deal going right now for \$10/year. I definitely took advantage of that).

Please reach out if you have questions, or just to say hi!

A note from Vice Head Huyen Nguyen, Kansas State University



Dear MMAG members,

First off, I want to thank all who worked hard on developing panel proposals for the annual AEJMC 2025 conference in San Francisco. With the conference just a few months away, I'm glad to inform you that we will have a diverse program partnering with eight different divisions and interest groups. It's also a good mix of teaching, research and PF&R panels. In the coming months, I will share more details about the panels, pending the final schedule at the center office. By the way, some panels are still looking for local journalists to share professional tips, so if you have any suggestions from the West Coast, please feel free to reach out to me.

As of now, our big task is to finalize pre-conference sessions with officers from the Visual Communication division. This year, our division will focus on the development of social media content to drive business growth for magazines, as well as continue

exploring advanced technologies that could potentially reshape the magazine industry. Additional information about the pre-conference, such as sessions and speakers, will be announced in the next newsletter. In the meantime, if you have any other ideas and suggestions for the pre-conference, please do not hesitate to let me and Ivy know, as the agenda is still pretty open at this point.

Hopefully, we can have a good chat at the Southeast Colloquium, held at the University of North Carolina at Chapel Hill in March. I would love to listen to our members more in order to help identify and address new challenges facing the division. I'm friendly and easy to talk to —any ideas would be welcome.

Happy Springtime,
Huyen Nguyen
AEJMC Magazine Media Vice Head
huyenme@ksu.edu

Research Chair Update – Andrea Hall

Hello from your research chair, Andrea! I am excited to discuss CONFERENCE SEASON!!!! There are really two big items when it comes to today's update:

1. Time to submit research papers for the annual AEJMC conference in San Francisco.

You can find our call on the All Academic website, but some items I would like to highlight. First, magazine media incorporates more than just physical magazine. Magazine media exists in all formats and across topic areas. This can include magazine-style TV and audio shows (Radio! Podcasts!). It can look at the evolution of magazines in the digital world (magazines on social media and online-only magazines). We have included topics related to health, visual communication, international audiences/publications, music journalism and more over the past few years. In addition, we are accepting both completed papers and extended abstracts.

2. We need paper reviewers.

The annual conference is a team effort. We need YOU to review papers. Please fill out the line to become a reviewer for our division. I will do my best to match you with papers I think you will enjoy and align your interests/expertise. Use [this link](#) to fill out the reviewer form.

Other news in the research world!

We have four great papers being presented at the Southeast Colloquium at the University of North Carolina in Chapel Hill in March 2025. They include papers by both faculty and students. The papers include an analysis of Time Magazine's coverage of the Vietnam War, an analysis of the impact of magazine cover content, and an analysis of food ads in magazines. We also have a co-sponsored panel with VisComm on magazines and AI featuring two students. This is a great opportunity for us to show people how diverse our research is.

If you have any questions the paper competition at AEJMC or being a reviewer, please send me an email at andrea.hall@mtsu.edu.

Use [this link](#) for the paper call.

[Link](#) to submit your paper/extended abstract.

*** Panel Promotions ***

In our next issue, we will dedicate space to promote upcoming panels and request panelists. Send us your information at magmedia@drake.edu and we'll publish it in our next issue.

Teaching Tip

from Mackenzie

Cato

Icebreaker: "My Magazine Cover Story"

Ask each student to pick a magazine they enjoy or would like to be featured in and design their "cover story." They should briefly introduce themselves and explain why they chose the magazine, what their feature would be about, and what kind of image or headline would accompany their story.

This activity gets students talking about their interests, connects them to the world of magazines, and sparks conversations about magazine styles and target audiences! It's a fun and creative way to start thinking about magazine content and identity.

Share your news!

Do you have a new publication? Did you recently receive an award? Whether you're looking for a collaborator or just want a pat on the back, let us know. Share your news and find community with us on social media! Tag us on Twitter/X [@AEJMCMagMedia](https://twitter.com/AEJMCMagMedia) and join the conversation in our [Facebook group](#).

Member News

Ivy Ashe and Mackenzie Cato participated in the AEJMC Standing Committee on Teaching's workshop "Bring Your Classroom to the Conference," which promoted the different teaching competitions for the 2025 AEJMC Conference. This was an informative workshop that created a sense of community across AEJMC's divisions,, interest groups, and commissions, and provided a space to promote the Magazine Media Division's teaching idea competition.

Magazine Competition Chair Update | Heather Isherwood

In 2024, there were entries in the Student Magazine Contest from 21 colleges and universities, including a few new entrants. We'd love to see that continue to expand—and more importantly, continue to recognize the amazing work students are doing.

As we start planning the 2025 contest, I'd love to hear if there are aspects of the contest that aren't working for your school. Do the categories still fit the work your students are doing? Does the timeframe work? Are there other barriers to entry? I've created a short Google survey to gather responses. Use the QR code or [this link](#). You also can reach me at isherwoodh@missouri.edu. Responses as soon as possible are appreciated, but no later than April 1.



The AEJMC PF&R Elected Standing Committee oversees three major awards that are presented at the main conference each year. This year's annual conference will be held in San Francisco, California, from August 6 - 10. Please read on about each award and note the nomination deadlines.

1. 2025 AEJMC First Amendment Award

The AEJMC First Amendment Award recognizes individuals or organizations who demonstrate a strong commitment to freedom of the press and who practice or support courageous journalism. The nomination deadline is 5 p.m. EST, Feb. 15, 2025. [Click here](#) for more information and nomination instructions.

2. 2025 Dorothy Bowles Award for Outstanding Public Service

The Dorothy Bowles Award for Outstanding Public Service recognizes an AEJMC member who has a sustained and significant public-service record that has helped build bridges between academics and professionals in mass communications, either nationally or locally, and been actively engaged within the association. The nomination deadline is 5 p.m. EST, Mar. 1, 2025. [Click here](#) for more information and nomination instructions.

3. 2025 AEJMC Equity & Diversity Award

The AEJMC Equity & Diversity Award recognizes journalism and mass communication academic units that are working toward, and have attained measurable success, in increasing equity and diversity among their faculty, staff and students. The nomination deadline is 5 p.m. EDT, Apr. 15, 2025. [Click here](#) for more information and nomination instructions.

Panelists Needed

The upcoming annual conference, MMAG is co-sponsoring three PF&R panels, with one of them still looking for panelists. Below is more information about the panel. Please email me at lche8254@uni.sydney.edu.au if you'd like to volunteer as a panelist.

Panel name Stripped for Parts: Hedge Funds and Journalism

Filmmaker Rick Goldsmith will present his new documentary, [Stripped for Parts](#), either whole or in excerpts, depending on available time. Stripped for Parts is the story of a secretive hedge fund, Alden Global Capital, that is plundering what is left of America's newspapers (many in the San Francisco Bay area), and the journalists who are fighting back.

Moderator Jon Bekken, Professor of Communication, Albright College

Potential panelists

Rick Goldsmith, Filmmaker

Julie Reynolds, Investigative Reporter

Deadline for Conference Teaching Idea Competition: April 15th

Submission Requirements:

- Title
- Description 1-2 paragraphs, or proposal w/ visuals
- Technology Requirement Y/N
- Description: Share a successful teaching tip, an innovative idea for presenting a topic or an exercise that has just really "worked" in your classroom.
- Submissions should be 1-2 paragraphs in length.
- Teaching innovations should have a connection to narrative nonfiction, special interest publications, content management, digital publications, the freelance economy, design/layout (print or web), and/or the historical, cultural, political and artistic aspects of magazine media.
- Use [this link](#) to submit your idea.

BOB: What we're reading

Live From New York...

Saturday Night Live is one of the only American media staples that has survived the test of time. With their 50th anniversary, New York magazine inquired about the future of SNL after it's creator, Lorne Michaels, says goodbye. Read the full story [here](#).



ASME has announced the 60th National Magazine Awards finalists 2025

The Ellies are among the nation's most prestigious journalism awards. Originally limited to print, they now represent the diversity of the industry, honoring magazine storytelling published in any medium, including newspapers, newsletters, and podcasts. The announcement comes with links—great for mining examples to use as classroom reading.



Photo of an Ellie Award

