
Faculty Presentations

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Getting Students into Digital Magazines

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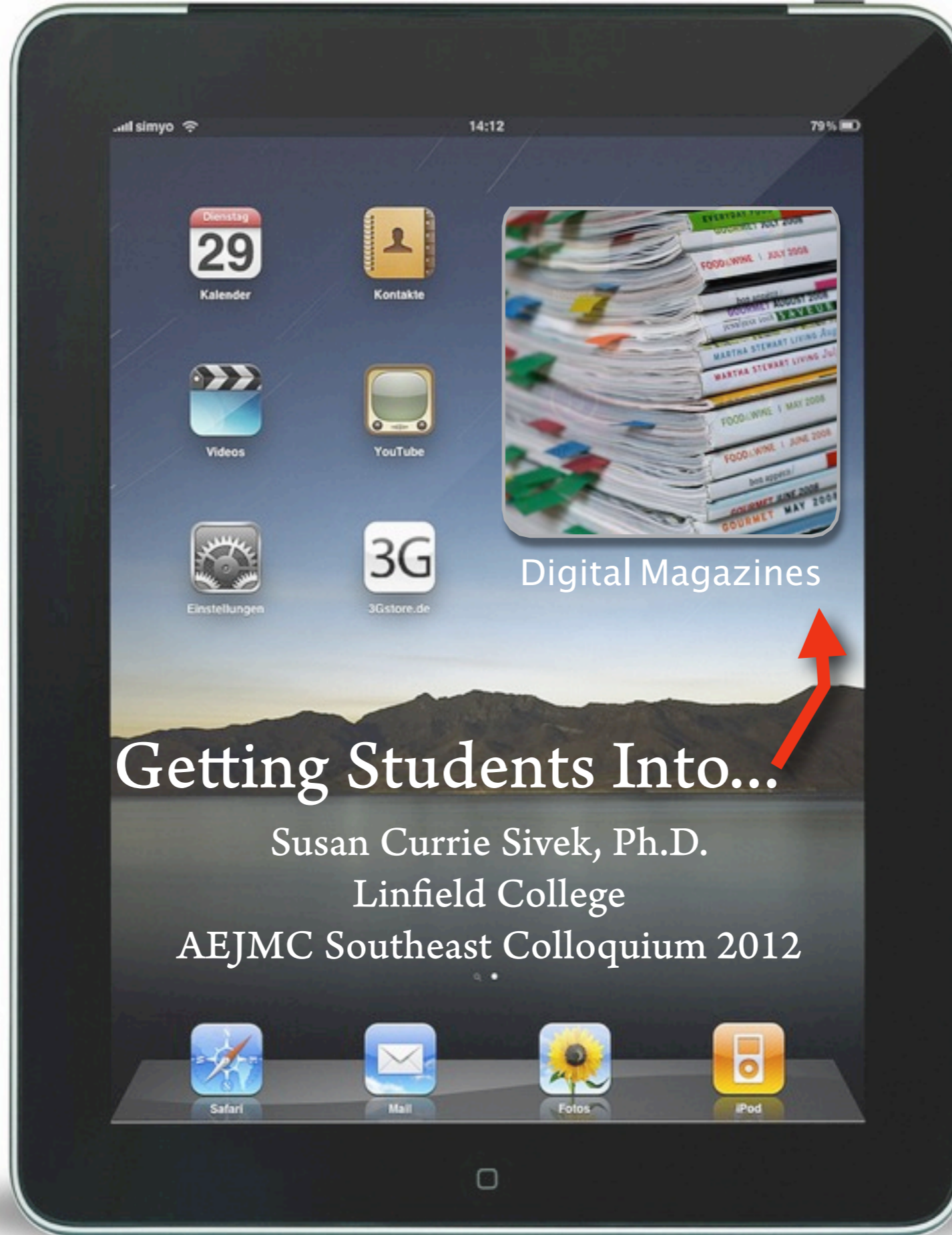
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Digital Magazines

Getting Students Into...

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AEJMC Southeast Colloquium 2012



“Paper to Pixels”

- More than just a shift in delivery method...
- ...mindset, production process, content, audience expectations, and more all have changed!

Rethink Reporting

- *Sports Illustrated*: "There is no 'digital department'"
- Produce multimedia alongside print content
- Co-teaching opportunities: tools + writing

Reimagine Narratives

- What other forms could traditional magazine story types take when digital?
 - How-to: Interweave
 - Travel: *Once Magazine*
 - Data: not just for newspapers
- Students need to see, touch innovations

Revisit Advertising

- Interactivity presents new opportunities for reader engagement
- Mobile, geolocation tools...? (For content too)
- Sponsorship opportunities

Repurpose Social Media

- Beyond linking
- Incorporate aggregation and crowdsourcing into magazine content: *Ladies Home Journal*
- Give readers opportunities to share digital magazine content

Restructure Work

- Brainstorm partnerships for funding, free labor
- Computer science faculty and students, PR/ad students, campus web designers, loyal alumni, local media, community supporters
- Hacks/Hackers model

Reexamine Students' Experience

- Time digital magazine release so students can examine and reflect upon reader data
- Workload issues (also for faculty): shoehorning multimedia into formerly writing-focused courses

Reconsider “Magazine”

- What is a magazine anyway?
- Juan Señor, Innovation in Media: the magazine as "content proposition"
- Is print format ideal or even necessary?
- Creative ways of using print: *McSweeney's* boxes
- No wrong answers

Reshape the Magazine Mindset

- Collaborative
- Adaptable
- Imaginative
- Critical and ethical
 - Use digital tools...don't let them use us

Share Your Innovations!

- Conferences
- Blogs and Twitter
- (Model what we want students to do...)

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