

Faculty Presentations

3-2012

Getting Students into Digital Magazines

Susan Currie Sivek
Linfield College

Follow this and additional works at: https://digitalcommons.linfield.edu/mscmfac_pres



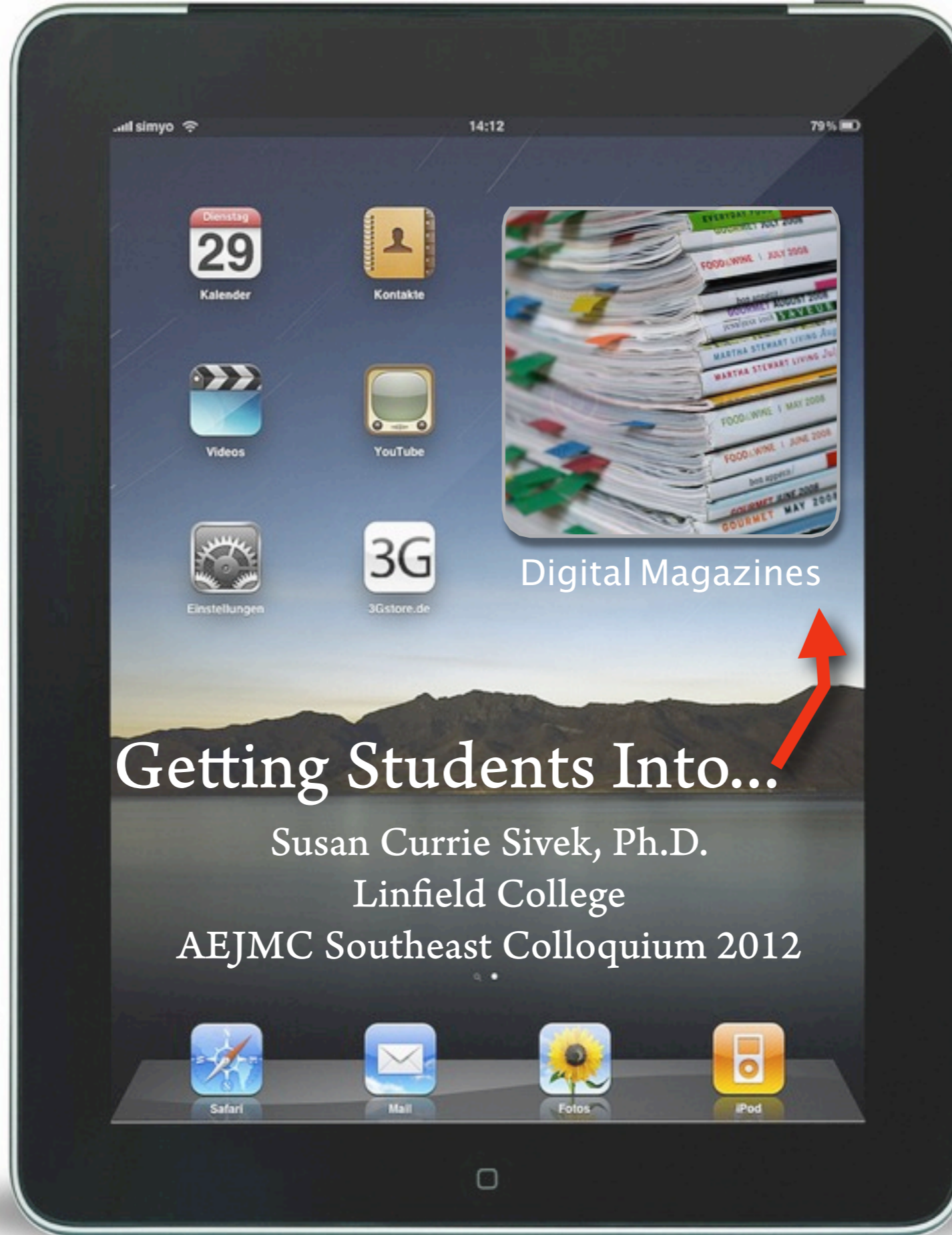
Part of the [Journalism Studies Commons](#), and the [Mass Communication Commons](#)

Recommended Citation

Sivek, Susan Currie, "Getting Students into Digital Magazines" (2012). *Faculty Presentations*. Presentation. Submission 4.

https://digitalcommons.linfield.edu/mscmfac_pres/4

This Presentation is protected by copyright and/or related rights. It is brought to you for free via open access, courtesy of DigitalCommons@Linfield, with permission from the rights-holder(s). Your use of this Presentation must comply with the [Terms of Use](#) for material posted in DigitalCommons@Linfield, or with other stated terms (such as a Creative Commons license) indicated in the record and/or on the work itself. For more information, or if you have questions about permitted uses, please contact digitalcommons@linfield.edu.



Getting Students Into...

Susan Currie Sivek, Ph.D.

Linfield College

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...)

Susan Currie Sivek
ssivek@linfield.edu
[@profsivek](#)