



Program

July 27th

8h30 Opening

Catherine M. Staub

MtM7 Organizing Committee; Dean & Professor, School of Journalism & Mass Communication, Drake University, United States

Tim Holmes

Founder of Mapping the Magazine Conferences, Cardiff University, Wales

8h45 Keynote:

Overcoming the Existential Crisis of the Modern Magazine
Charles Whitaker

(Dean & Professor, Northwestern University Medill School of Journalism, Media, Integrated Marketing Communications)

9h30 - 10h55 Panel 1: MAGAZINES and HISTORY

Moderator **Tim Holmes** (Founder of Mapping the Magazine Conferences, Cardiff University, Wales)

Writing history in the moment: The New York Times Magazine gives J. Anthony Lukas two full issues to summarize and contextualize Watergate as it happened **Kevin Lerner** (Marist College, USA)

American magazines in the 20th century: The expansion of interests and the popularization of content

David Sumner (Ball State University, USA)

Following JKM's case on paper and digital Portuguese newsmagazines

Carla Rodrigues Cardoso (CICANT/Lusófona University, Portugal) and Sonia

Lamy (CICANT/Lusófona University, Portugal)





11h00 - 12h25 Panel 2: MAGAZINES and READERS

Moderator Carla Rodrigues Cardoso (CICANT/Lusófona University, Portugal)

Creating a community among print readers: How Country Walking Magazine is thriving post-pandemic, having built a "community" of nearly 40,000 subscribers Mary Hogarth (Bournemouth University, UK)

The magazine Intervalo: 1964 commemorative edition and the strengthening of relationship with the reader

Talita Magnolo (Universidade Federal de Juiz de Fora, Minas Gerais, Brazil)

Expression of profession: An analysis of testimonials endorsing Architecture NZ magazine in a crisis

Jennie Watts (Auckland University of Technology, New Zealand)

12h30 - 13h30 Lunch Break

13h30 - 14h55 Panel 3: EMERGING TRENDS and STEADFAST PRACTICES

Moderator Kevin Lerner (Marist College, USA)

Is branded content embracing solutions journalism?

Sharon Bloyd-Peshkin (Columbia College Chicago, USA) and Aileen Gallagher (Syracuse University, USA)

Consumption and the convergence of reading and shopping: Net-a-Porter's Porter magazine as an augmented delivery technology

Rebecca Johinke (University of Sydney, Australia)

Beyond narratives of precarity and closure: Mapping new lines of flight for the South African magazine

Simphiwe Mpho Zondani (IIE's Varsity College - Nelson Mandela Bay, South Africa)





Program

July 28th

9h00 - 10h00 TALKING CIRCLE

Co-Chair: Tim Holmes (Founder of Mapping the Magazine Conferences, Cardiff

University, Wales)

Co-Chair: Carla Rodrigues Cardoso (CICANT/Lusófona University, Portugal)

10h00 - 11h25 Panel 4: MAGAZINES and CONTENT Moderator Mary Hogarth (Bournemouth University, UK)

A moment of transformation: Tracing the 'modern' Turkish family in Aile magazine through its translated content

Nur Zeynep Kuruk Ercetin (Boğaziçi University, Turkey)

Independent literary publications

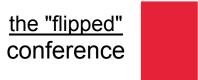
Rita Grácio (CICANT/Lusófona University, Portugal)

Using magazines as multilevel pedagogical tools

Carla Rodrigues Cardoso (CICANT/Lusófona University, Portugal), Teresa Mendes Flores (NOVA University and Lusófona University, Portugal), Orlando Franco (CICANT/Lusófona University, Portugal), Alexandra Barradas (CICANT/Lusófona University, Portugal), Rute Muchacho (CICANT/Lusófona University, Portugal)

11h30 - 12h30 Lunch Break





12h30 - 14h00 Panel 5: MAGAZINES and CONTENT

Moderator Sharon Bloyd-Peshkin (Columbia College Chicago, USA)

Bon Appetit in the era of social reckoning

Sheila Webb (Western Washington University, USA)

Penning the first draft of Chile's military dictatorship Análisis, Cauce & APSI magazines

Antonio Castillo (RMIT University, Australia)

They grow up and start dying: The construction of cultural authority and journalism boundaries through detachment/attachment in Fangoria

Patrick Johnson (University of Iowa, USA) and Bobbie Foster (University of Maryland, USA)

14h15 Closing Session:

"Glossy Cover" Cocktail Preparation with MtM7 Mixologist

Share a Magazine You Love Right Now