

From the Managing Editor

I am very proud that the Magazine Division has been publishing this journal since 1999 and that a complete archive of past issues is always available for your use. All scholarly articles are reviewed by three judges and our current acceptance rate is around 33 percent. Our editor, Steve Thomsen, has done a wonderful job, and we are fortunate to have his services. Articles are published in an attractive and easily readable pdf format. You can go to the archive and click the contents page to each issue in one easy step.

Steve says the biggest problem he has from contributors is getting them to “revise and resubmit.” Many contributors give up after one try. More articles would be published if contributors will follow up on the suggestions made by reviewers and resubmit their article.

Sometimes people raise questions about the “credibility” or “prestige” of online journals. I believe in the importance and viability of this journal and all online journals. How many of you actually read any substantial amount of material from the flagship AEJMC publication, *Journalism and Mass Communication Quarterly*? For the most part, I suspect this journal sits on dusty library shelves and is used mostly by graduate students doing papers and theses. And some of us may consult it occasionally for literature reviews when we prepare our own articles.

But unlike JMCQ, which you have to go to the library to read, you can read the *Journal of Magazine and New Media Research* 24/7 anywhere in the world. The Magazine Division has members from about 10 different nations from Australia and India to the United Arab Emirates and United Kingdom. Our journal’s wealth of online research about magazines is one reason we’ve attracted members from throughout the world. Here is a summary of the advantages of digital journals taken from the Ball State University Library’s guidelines for digital journals:

- Available 24/7/365 beyond the physical space of the library
- Available from remote access anywhere, anytime
- More than one person can use the same resource at the same time
- New issues/updates generally are available faster to students, faculty than print copy
- Increased functionality: searching, linking to other resources, ability to e-mail records
- Provides advantages to Interlibrary Loan
- Less overhead for from savings in processing, binding, shelf space, storage
- Their application for teaching and learning, availability to students in distance education programs

That is the value of what we do. No other website has so much magazine research and scholarship in one place. You can also read current and all previous issues of our newsletter *Magazine Matter*, which has “teaching tips” articles and information on the division’s business.

It costs to publish this journal and this listserv since I do receive an annual stipend from the division. If you are a professional educator and not an AEJMC member, I encourage you to join and include the Magazine Division among your divisional memberships. If you are a professional editor or writer, we do not expect you to join the AEJMC.

Thanks to all of you who have sent warm, congratulatory messages about the recent announcement that I will receive the “Educator of the Year” award.

David E. Sumner
Managing Editor
Journal of Magazine and New Media Research

Journal of Magazine and New Media Research
Vol. 9, No. 2, Summer 2006