

Comments from the Editor

Steven R. Thomsen
Brigham Young University
steven_thomsen@byu.edu

Welcome to the Summer 2007 issue of the *Journal of Magazine and New Media Research*. The current issue explores the evolution of modern journalism practices by examining how we got to where we are today and, importantly, by raising important questions about what lies ahead.

First, we begin with Keith Saliba's article, "**Hayes, Herr and Sack: Esquire Goes to Vietnam.**" Saliba explores *Esquire* magazine's role in development of "new journalism." Saliba describes the impact of the hiring of editor Harold Hayes and his use of two relatively unknown novelists-turned-reporters, Michael Herr and John Sack, to cover the Vietnam conflict. "Compared with daily competitors like the *New York Times* and *Washington Post*, and big-budget behemoths like *Time* and *Newsweek*, *Esquire* did relatively few stories on the war in Southeast Asia," Saliba writes. "But what they lacked in number, they more than made up for in both depth and perceptiveness." These three men, Saliba argues, turned *Esquire* into an "incubator" for new journalism during one of America's most turbulent eras.

Next, you've probably noticed something that looks a little different. In this issue, we've expanded what has traditionally been a single essay under the heading, "Research Notes." In this issue we've included four essays and placed them under the heading, "**Forum.**" At last year's AEJMC meeting in San Francisco, David Abrahamson, John Pauly, Norm Sims, Andie Tucher presented a panel titled, "**The Getting of a Little Wisdom.**" These educators shared their personal experiences, wisdom and insights on the state of the state, so to speak, of the world of journalism. In the abstract for their panel, they wrote:

Despite all the turmoil in the world of journalism at the moment, one can argue that things may not be as bleak as they might at times seem. The curves of binding energy are ascending as well as descending. For example, over the course of our careers we might have found new insights and tenets about journalism and journalism education which are in fact "better" than those they replace. What follows are a not exactly lessons learned, but rather the reflections of four of our colleagues on the topic. Consider it instead simply speculations on the possibility of the getting of wisdom.

As editor of *The Journal of Magazine and New Media Research*, I thought it would be appropriate to reprint the four essays offered by these colleagues. In so doing, I hope to initiate a forum for discussion and interaction among the journal's readers and division members. I would invite you to respond—in essays, commentaries, or letters of your own—to the ideas presented here.

As always, I'd like to thank the authors and reviewers who have contributed to this issue. I would like to encourage the members of our division, including our graduate students, to continue sending us your manuscripts. For your information, the acceptance rate continues to be around 33 percent.

I hope you enjoy this issue.

Steven R. Thomsen, Ph.D.
Professor
Department of Communication
Brigham Young University

Editor, *Journal of Magazine and New Media Research*
steven_thomsen@byu.edu