

18 July 2012

David:

Here is the bibliography with about 30 magazine-related articles over 20 years in *JMC Quarterly*, which is based on an incomplete study of acceptance rate for magazine-related articles. I concluded that it didn't differ significantly from its overall acceptance rate but also that magazine scholars don't submit many articles to *JMCQ*. I think the main reason is that *JMCQ*, especially under Dan Riffe, has a stated purpose of "advancing theory" and focusing on theory-based research. Most magazine-related research doesn't easily lend itself to a theoretical research, and I think most of us who do magazine research may perceive it as unfriendly to what we do and don't submit.

Best, David S.

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**Magazine-Related Articles in
Journalism Mass Communications Quarterly 1990 to 2010
Compiled by David E. Sumner
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	Vol-No	Title of Article	Author
1	67-1	African American Photo Coverage in <i>Life</i> , <i>Newsweek</i> and <i>Time</i> , 1937-1988	Paul Lester, Ron Smith
2	67-3	Use of Endorsers in Magazine Advertisements	Patricia Stout, Young Sook Moon
3	67-4	Terrorists in the News as Reflected in Three News Magazines	Brian Simmons, David Lowry
4	68-1-2	Using Expert Sources in Breaking Science Stories: A Comparison of Magazine Types	Shannon E. Martin
5	68-1-2	Comparison of Cultural Values in British and American Magazine Advertising	Katherine Frith, David Wesson
6	70-2	Feminism and Advertising in Traditional and Nontraditional Women's Magazines 1950s-1980s	Linda J. Busby, Greg Leichty
7	70-4	How Eight Weekly Newsmagazines Covered Elections in Six Countries	Robert Buckman
8	71-4	Women Editors at the "Seven Sisters" Magazines, 1965-1985	Lee Jolliffe, Terri Catlett
9	72-1	Images of Rosie: Content Analysis of Women Workers in American Magazine Advertising, 1940-1946	Charles Lewis, John Neville
10	72-2	Advertising in <i>Ebony</i> Magazine, 1957-1989	Michael Leslie
11	73-2	Defining the Social Order: Class, Gender and Magazine Astrology Columns	William Evans
12	73-3	Ideology of Success in Major American Farm Magazines, 1934-1991	Gerry Walter
13	73-3	Sample Size in Content Analysis of Weekly News Magazines	Daniel Riffe, Stephen Lacy, Michael Drager
14	73-3	Advertorials in Magazines: Current Use and Compliance with Industry Guidelines	Glen Cameron, Kuen-Hee Ju-Pak, Bong-HyunKim
15	73-4	Skin Tones and Physical Features of Blacks in Magazine Advertising	Keven Keenan
16	74-1	Minority Presence and Portrayal in Mainstream Magazine Advertising	Lawrence Bowen, Jill Schmid
17	74-2	Portrayal of Latinos in Magazine Advertising	Charles Taylor, H ai-Kyong Bang
18	75-2	Sample Size in Multi-Year Content Analysis of Monthly Consumer Magazines	Stephen Lacy, Daniel Riffe, Quint Randle
19	76-3	Social or Economic Concerns: How News and Women's Magazines Framed Breast Cancer in the 1980s	Julie Andsager, Angela Powers
20	76-4	Images of the Elderly in <i>Life</i> and <i>Ebony</i> Magazine Ads, 1990-1997	Sharon Bramlett-Solomon, Ganga Subramanian
21	77-1	Black in a Blonde World: Race and Girls' Interpretations of the Feminine Ideal in Teen Magazines	Lisa Duke
22	78-2	Vibrant but Invisible: A Study of Contemporary Religious Periodicals	Ken Waters
23	79-3	How Magazines Covered Media Companies Mergers: The Case of the Evolution of Time Inc.	Jaemin Jung
24	79-3	Cultural Images of Attractiveness: A Thirty Year Look at Changes in Male Images in Magazines	Cheryl Law, Magdala Labre
25	79-4	Health and Beauty Magazine Reading and Body Shape Concerns Among a Group of College Women	Steven R. Thomsen
26	80-3	Disengaged and Uninformed: 2000 Presidential Election Coverage in Consumer Magazines Popular with Young Adults	Tom Reichert, James Muller, Michael Nitz
27	81-1	Cross-Cultural Generational Perceptions of Ideal Body Image: Hispanic Women and Magazine Standards	Donnallyn Pompper, Jessica Koenig
28	81-4	An Update on Sex in Magazine Advertising: 1983 to 2003	Tom Reichert, Courtney Carpenter
29	82-3	Portrayal of Asian Americans in Mainstream Magazine Ads: An Update	Ki-Young Lee and Sung-Hee Joe
30	83-1	Women as Machine: Representation of Secretaries in Interwar Magazines	Jane Marcellus
31	83-3	Minority Models in Advertisements in Magazines Popular With Minorities	Silvia Knoblock-Westervick and Brenden Coates
32	83-4	The Narrative of Core Traditional Values in Reiman Magazines	Sheila Webb
33	83-4	Male Body Image and Magazine Standards	Donallyn Pompper, Jorge Soto, and Lauren Piel
34	85-2	Master Settlement Agreement and Visual Imagery of Cigarette Advertising in Two Popular Youth Magazines	Yongjun Sung, Heidi Hennink-Kaminski
35	85-3	Mapping the Scope and Size of a Nonprofit Media Sector: The Case of Magazine Publishing	Miles Maguire
36	85-4	Letters as Indicators of Community Values: Two Case Studies of Alternative Magazines	Bill Reader, Kevin Moist
37	86-3	More Engaged But Still Uninformed: 2004 Presidential Election Coverage in Consumer Magazines Popular with Young Adults	James Mueller, Tom Reichert