

ABSTRACT

KEEPING UP WITH THE JENNIFERS: ENTERTAINMENT EDITORS AT WOMEN'S MAGAZINES ON EDITORIAL DECISION-MAKING

This professional project is an attempt to answer the following question: How do women's magazine entertainment editors decide which people and topics get covered, in which format, and which don't? In a series of semi-structured interviews, a dozen entertainment editors at eight women's magazines were asked about how they approached their work. The editors described different procedures for award show coverage, stories timed to new releases and celebrity brand deals. Publicists, editors from different departments and social media feedback all had varying levels of impact on their work. As these editors reckoned with the future of their magazines in an increasingly digital world, a new truth emerged: the capital that magazines used to hold when featuring celebrities has shifted and, in some cases, diminished.

By having a more defined understanding of how editors make their decisions, future writers can adjust their pitching strategy for greater success in growing their portfolio, distinguishing themselves from the dozens of publicists and writers flooding editor inboxes. Current magazine editors can use the takeaways from this report to reflect on their work and the future of their industry.