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University of Missouri

# MIZZOU

The magazine of  
the Mizzou Alumni Association

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## Around the Columns

### The app project

#### Two magazines collaborate

The summer 2011 idea was simple: Two magazines — MIZZOU and *Vox* — work together to produce an iPad app featuring Homecoming photos to coincide with the Homecoming Centennial Oct. 15, 2011.

*Vox* magazine staffers pitched the app idea to MIZZOU magazine editor Karen Worley in May as part of a new app lab project in the magazine sequence.

The execution was not so simple. Staff at neither magazine had done it before. The experiment began.

MIZZOU magazine provided many of the photos, photo editing, reporting, writing and editing assistance, and financial support. Staffers who worked on the project included Nicholas Benner, Stephanie Detillier, David Earl, Rob Hill, Marcus Wilkins and Worley.

Magazine graduate student Caitlin Carter of Chesterfield, Mo., spent four months researching photos from four sources — MIZZOU magazine, *Columbia Missourian*, University of Missouri Archives and the State Historical Society of Missouri. She assembled more than 600 images before the final 140-plus photos were selected. Carter also wrote the chapter text and



The all-male 1913 Yell Leaders accompanied the football team on its away games to help rally Tiger fans. In 1937, three women were added to the group for the first time in school history. Credit: Courtesy of University Archives C:0/3/7

captions. Faculty and students at Vox magazine, through a Reynolds Journalism Institute proposal, conceived and created the app.

Magazine journalism faculty members Rhonda Prast and Kristin Kellogg, and Harte Chair Mike Jenner managed the project and worked with *Missourian* digital director Rob Weir and Mag+ to get it published through the Apple Store; it was approved Sept. 27. Along the way, many students had their first experience working with the new technology. They included Carter, Tova Diamond, Timmy Huynh and Chen Yao, who designed the templates.

[Download MU Homecoming: 100 years in photos](#) from the iTunes App Store.

This app is available for iPads only. More Homecoming coverage can be found in MIZZOU magazine in print and at [mizzoumagazine.com](http://mizzoumagazine.com), [mizzou.com](http://mizzou.com) and [voxmagazine.com](http://voxmagazine.com).

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