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Justin Whitmore

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Magazine Innovation Center's ACT 9 Experience All About the Students

Annual conference draws all-star list of industry leaders to UM

APRIL 17, 2019 BY JUSTIN WHITMORE



Deborah Corn, of Print Media Centr, speaks at last year's ACT 8 Experience conference. This year's ACT 9 Experience, hosted by the UM Magazine Innovation Center, features leaders in the magazine industry speaking to Ole Miss students about all aspects of the publishing world. Submitted photo

OXFORD, Miss. – A who's who of the international magazine industry will be at the **University of Mississippi** from April 23 to 25, but it won't be the movers and shakers of publishing who will be in the spotlight.

The real stars of the show, according to ACT 9 Experience founder and coordinator Samir Husni, are the Ole Miss students.

"There are a whole bunch of magazine conferences, but, to me, what makes this conference unique is the presence of the students," said Husni, a UM journalism professor, Hederman Lecturer and director of the **Magazine Innovation Center**. "This conference brings together current industry leaders and the future industry leaders."

More than 30 speakers from the highest ranks of magazine publishing will be on campus, and Husni places a priority on having students in the university's magazine publishing and management specialization interact with those professionals.

"I assign students to shadow the speakers; they actually will pick them up from the airport," Husni said. "I want that interaction. I want the students to have enough time to spend time with these leaders of the magazine industry."

For junior Sarah Smith, the ACT 9 Experience serves as a chance to further her knowledge of the industry in which she wants to work, but also to meet people who will prove to be invaluable for her future career.

"This is the only opportunity I know of that you're going to get a taste of worldwide magazine making anywhere near here," said Smith, a journalism major from Mount Pleasant. "I expect to gain a lot of information about the next few years of magazine making."

"For media students, this is an unparalleled event where we can meet and mingle with industry leaders. This is a great chance to secure a summer internship or even a job after college."

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Civil Engineering Professor Receives Most-Cited Paper Award

OXFORD, Miss. – Peer recognition is a rewarding experience for anyone, but University of Mississippi researcher Amir Mehrara Molan was elated when an article he co-authored recently received the Most Cited Paper Award at the 102nd Transportation Research Board meeting in the nation's capital. The International Journal of Transportation Science and Technology presented the civil engineering

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OXFORD, Miss. – Stephanie Jennings Teague, of Chicago, sees her commitment of \$100,000 to the Patterson School of Accountancy's new building at the University of Mississippi as a means of saying "thank you." "It is a way to show a small token of my appreciation to Ole Miss, the faculty and staff, and the accounting

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Reuters: Keep an Eye on the Money Supply

U.S. inflation roller coaster prompts fresh look at long-ignored money supply By Michael S. Derby NEW YORK – The amount of money sloshing around the U.S. economy shrank last year for the first time on record, a development that some economists believe bolsters the case for U.S. inflation pressures continuing to

The ACT Experience, which stands for “amplify, clarify and testify,” is hosted by the Magazine Innovation Center at the **School of Journalism and New Media**. The event began in 2010 and has more than doubled in size in nine years.

The university has created a name for itself as a higher education hub for magazine publishing, and the ACT 9 Experience is the highlight of that achievement, Husni said.

“We have people from all over the world coming to this conference, coming to Ole Miss,” he said. “That’s why I tell people, when they say, ‘You need to have something like this in New York or you need to do something like this here or there,’ I’m like, ‘No, the ACT Experience is Ole Miss and Ole Miss is the ACT Experience.’”

The theme of this year’s ACT 9 Experience is “print smart, digital proud,” which Husni said emphasizes the ever-changing landscape of print publications.

“I want to focus on the integration between print and digital, that we are no longer an either/or industry,” he said.

Among the speakers for this year’s event are Linda Thomas Brooks, president and CEO of MPA: The Association of Magazine Media; James Hewes, president and CEO of FIPP, the network for global media; Michael Marchesano, managing director of Connectiv, a leading business-to-business magazine media network; and Jerry Lynch, president of the Magazine and Books at Retail Association.

Husni will moderate a discussion featuring these industry leaders.

“We will talk about some of the challenges facing the entire magazine and media industry locally and worldwide,” Husni said. “It should be fun to have those CEOs at the same place on the same campus in front of future industry leaders.”

The diversity and depth of the speakers makes the event unique, Smith said.

“Dr. Husni is a genius when it comes to magazines, and he puts his heart and soul into this event,” she said. “I think that the fact someone as successful and well-known as him puts his heart in it, always creates something genuine and fresh that you can’t get anywhere else.”

All lectures at the Overby Center are open to the public.

Activities begin Tuesday (April 23), with an opening gala for registered participants, featuring welcoming remarks by UM Provost Noel Wilkin and keynote speaker Stephen Orr, editor in chief of Better Homes and Gardens.

Speakers will continue all day Wednesday and Thursday, and Thursday’s events for paid participants feature a bus trip and tour of the Mississippi Delta. The **Overby Center for the Study of Southern Journalism and Politics** will host the majority of speakers, and a full list of speakers can be found [online](#).

Registration for the event includes all meals, sessions and transportation to and from the Delta. **The Inn at Ole Miss** is also offering special rates to ACT 9 attendees.



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