

Julianne Harris  
*Glamour Magazine* Internship 2010  
Wilson Fund Report  
1 September 2010

*Glamour Magazine* Internship 2010

Every year, the American Society of Magazine Editors (ASME) recognizes magazines across the nation for excellence in photography, personal service, photojournalism, single-topic issues, reporting, feature writing, essays, and reviews and criticism just to name a few. As the Academy Awards of the magazine industry, these awards are highly respected and well deserved among recipients. Therefore, as the winner of the 2005 ASME award for General Excellence (Magazine of the Year: equivalent to the Best Actor of the Year Academy Award) among myriad others, *Glamour Magazine* is the best of the best. Under the leadership of Cynthis Leive, Editor-in-Chief since 2001, *Glamour* has grown to a readership of over twelve million and become the leading women's fashion magazine in the nation.

This summer, I was fortunate to have the opportunity to work for the Book Editor of *Glamour*, Caroline Campion. As if commuting into the Condé Nast building of Time Square in New York City wasn't inspiring enough, the atmosphere of excellence and experience in the office was overwhelming. Because of the tremendous clout *Glamour* carries among readers and competitors, books pour into Caroline's office in hopes of being featured in an upcoming issue. Similarly, bribes are not uncommon for publishers hungry for a place in the magazine and they take many forms including luncheons, dinners, and the occasional tea. As a *Glamour* representative, Caroline gets the star treatment. I was lucky enough to experience one of these promotional luncheons when

Caroline sent me as the *Glamour* representative to Food Network star Claire Robinson's promotion of her debut cookbook. As an intern, I expected to be lost among the other top Book Editors in the room, but because I was from *Glamour*, my intern status was quickly elevated.

The bribery and competition works both ways, though. For icons like Ina Garten, her new cookbook ranked high on *Glamour*'s priority list for first serial rights (the rights to exclusively feature the book before any other publication). The strategic negotiating and contract formation that happened on a regular basis was fascinating and I learned so much simply by listening to phone conversations. I always asked a lot of questions, which Caroline happily answered in great detail. Because Caroline has worked for so many different publications, she was an ideal person to learn the business from because she has a very wide-ranging perspective and experience background. I learned far more about the magazine industry than I ever thought possible and am thankful for the opportunity I had.