

# Distraction Magazine: A Backgrounder

## History

- Distraction started in 2006 as the result of a project in one of Professor Jackie Susa's magazine courses
- The project, which is still assigned as a final today, was for each student to create his/her own magazine prototype. One student's project was a campus magazine named *distraction*
- Since there was no campus magazine at the time and the project was so successful, *distraction* was started out with the help of the School of Communication
- Today it is no longer a publication of the School of Communication
- Since the referendum was passed, it functions as a completely student-run publication

## Mission

### Motto

- *Distraction* is a lifestyle magazine that is meant to "distract" readers
- Its main goal is to entertain the student body with stories about campus, college life and everything Miami-related and to inform students on how to take advantage of these three things
- The publication serves as an entertaining and insightful "distraction" to the daily stress of college life and features new trends in music, fashion, art, entertainment and student interests
- It is created with the hopes of it being a guide for its readers; for students to refer to it on where to eat, what to do, what to wear, where to go and how to have fun, as well as to inform them about important, relevant topics occurring worldwide and in their community

### Brand Image

- Fun
- Playful
- Edgy
- Informative
- College

### Reach

- It is published twice a semester, four times a year

- We have a circulation of 10,000
- Currently distributed mainly on the Coral Gables campus

## **Awards**

- 66 Columbia Scholastic Press Association in 2017
- 2017 Sunshine State Awards: Best Student Publication, Best Page Design, and Best Coverage of Race and Minorities
- Associate Collegiate Press: Best of Show award for feature magazine

## **Meetings & organization**

The team of *distraction* is made up of many moving parts. There is the “core-team” which consists of the Editor-in-Chief, the Executive Editor, the Managing Editor, the Art Director and the Photo Editor. Following is the “crust” which is made up of core, the Copy Chief, the Assistant Copy Chief, all Section Editor, the Assistant Photo Editor, the Illustrations Director, the Online Editorial Coordinator, the Online Managing Coordinator, and the Public Relations Manager.

The staff is expected to meet as a core team at least once a week and as crust at least once a week. Furthermore, departments (writers, photographers, online, business, PR, design, video, etc.) will conduct meetings as needed throughout the semester. Staff members and contributors who do not have leadership roles are expected to attend general meetings and their respective story/team meetings.

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