2019-20 Editorial Board Annual Report

Members

Jeannie Binder, Texas-Houston ‘21, editor-in-chief; Mari Liestman, Marquette ‘20, contributing editor; Isabel Pennings, Creighton ‘20, contributing editor; Casey Rhines, Detroit Mercy ‘20, contributing editor; Jessica Rudman, Connecticut ‘20, contributing editor; Emily Williams, Georgia ‘20, contributing editor; Shilpa Kudva, Texas A&M ‘21, electronic editor; Callista Schulenburg, LECOM ‘22, electronic editor; and Frances Moffett, senior manager of content strategy, staff liaison

Mission

The ASDA Editorial Board works closely with staff to determine the strategy and themes for ASDA’s print publication, Contour. Editorial board members develop the content for ASDA’s print publication and blog.

Council business

Contour

- Contour received the Gold Circle Award from the American Society of Association Executives, as well as the Meskin Journalism Award from the American Association of Dental Editors & Journalists.
- We increased focus on hard-hitting journalism in the magazine, covering topics such as human trafficking, ethics of animal research, drug addiction, dentistry in the media and more.
- Every year, we strive to get at least two student-submitted photos or artwork for the cover. The August and November/December issues featured a student photo and illustration, respectively. The August issue, which focused on animals and dentistry, featured a cover with a Marquette student and her pet; Nov/Dec’s cover was an advocacy-focused illustration that was inspired by the 2019 Advocacy Month theme.

ASDA Blog (formerly known as Mouthing Off)

- The “Mouthing Off” blog was relaunched as “ASDA Blog,” which features a new logo, a bold, modern design, and more robust and streamlined content categories.
- We continued to diversify the content featured on the blog:
  - Published Juneteenth and Pride blog posts in June as part of the #ASDAdiversity series
  - Published interview with dentist who appeared “Queer Eye”
  - Continued “My journey to dental school” series
  - Launched series on national leadership positions (what it’s like to be a national leader)