

Entrepreneurs on campus

Journalism not dead: students learn more outside the classroom, start magazine

By Kim Katopodis
THE BATTALION

As Dallas Shipp looked at his calendar last December, he saw that graduation was less than two weeks away, and he was still without a job. Four months later, he is starting a new magazine on the Texas A&M campus.

Shipp, Class of 2002, and roommate True Brown, an agricultural journalism major graduating in May, had about two weeks to conceive, plan and sell their idea of a version of 12th Man Magazine for students to the 12th Man Foundation. The idea for 12th Man Magazine On Campus came to Shipp and Brown through a series of conversations last semester about their futures.

"One of the recurring things we would talk about was: You know, we're about to be out of college, without a job. What are we going to do?" Brown said.

A night of brainstorming on instant messenger changed their conversations from what job they could get to how they could be their own bosses.

"We were trying to actually come up with an idea of something we could sell," Shipp said. "Then I started thinking, well, the 12th Man (Foundation) has been wanting to get their magazine out to students and right at that time, Sports Illustrated had just started their student-driven magazine and I said, 'True, why don't we try to see if we can start a new magazine up through the 12th Man?'"

Shipp, who had interned at The 12th Man Foundation, initially approached Homer Jacobs, the editor of 12th Man Magazine, who was, like Shipp and Brown, a former Battalion sports editor.

"It's really almost groundbreaking," Jacobs said. "12th Man Magazine is a rare magazine. There are very few like that are ... funded by an alumni association of that quality. So for a student slick glossy magazine, it would be the first of its kind."

Shipp and Brown are responsible for advertising sales, writing, editing and laying out 12th Man Magazine On Campus.

"There is no aspect of this magazine not taken care of by True or myself," Shipp said.

Life for the two roommates hasn't been the same since. Brown, who is finishing his undergraduate work this semester, has been juggling his courses with a full-time job and project's continuation that depends on Brown and Shipp's first year performance.

"I don't know many friends of mine that at an entry-

level position have as much responsibility as me and True have," Shipp said.

Brown says he is lucky to have his advisor working with him so he can balance classes and work.

"I have it set up where I only have ten hours right now," Brown said. "If I had more than that I don't know if it would be do-able. I am getting credit for working here. My advisor saved my butt on that one."

Shipp and Brown are the only two employees of the magazine, 12th Man On Campus, for at least its first year of publication. The 16- to 20-page magazine will be published twice a month in the fall as an insert in The Battalion. The extra hours of work are a good trade-off for the freedom to be creative with the project, the two editors said.

"It's very cool because the 12th Man executives give us the freedom to make decisions, and then we just dou-

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The Foundation offers 12th Man On Campus memberships for students. Money from these memberships go directly to 12th Man On Campus

Some benefits of joining include:

- Access to advance ticket sales for bowl games and select football games on the road
- A free, members-only autograph party with Coach Fran and other Aggie coaches
- Students joining for the entirety of their undergraduate work get a free, three-year membership after graduation
- A 12th Man On Campus window decal
- 12th Man On Campus member T-shirt
- A 12th Man towel with this year's football schedule



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True Brown (left), a senior agricultural journalism major, and Dallas Shipp, Class of 2002, started their own magazine instead of finding a job after graduation.

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