

May 10, 2009

She Pedals: The Journal of Women in Cycling

Interview with Editor; Dena Eaton.

1. Why did you want to start She Pedals? Why is it needed?

I decided to start *She Pedals* after doing several searches for women's cycling online and seeing how scarce and disconnected information is. There are a lot of forums and a lot of results listed, but no place where women are actually the highlight. Information is often limited to key races and athletes. Cycling can be very insular and I think that a publication like *She Pedals* can help expand the definition of what cycling is beyond competitive racing. Cycling has a very limited audience in the US, whereas in other countries it is a lifestyle, even an addiction. By trying to appeal to all women who ride I hope to expand this audience. Ultimately increasing visibility of all riders will benefit our up and coming Junior, Elite and Masters women athletes, as well as the sport in general.

2. How long have you been thinking about this, and what is your experience with journalism or publications?

It literally popped into my head one day about 6 months ago and I began working on the idea almost immediately. I have a Masters in Architecture that requires a fair amount of print and design work, and in addition I am friends with several editors in the industry who are guiding me through the process.

3. What is your cycling background?

I have been a competitive cyclist for 20 years. And no, I didn't start when I was 7 as most people quip! I started back in Buffalo, NY with the Buffalo Bicycling Club (still going strong today!) doing weekly mountain bike races, criteriums, hill climbs and riding the Holland Speedway. Between 2004 and 2008, I decided to take a break from cycling and train for triathlon. I guess I thought three sports would be more fun than one! I competed at Long Course World's in 2004 for the USA, raced 10 Ironmans including Malaysia and China in 2008. I qualified to race Kona at China, but thanks to a dear friend who persuaded me to join her at the [velodrome](#) in Los Angeles for a training session, I became a bit distracted and put track cycling before running and swimming. Subsequently after a bad day at Kona last October, I got on a plane less than 2 hours after finishing, flew to Los Angeles and then took a flight the next evening to Sydney, AUS to race at Track Masters World Championships. Two fourth place finishes later I made the decision to train full time on the track and I have not looked back or stopped pedaling in circles since. And I cannot thank my friend enough!

I am doing exactly what I love to do. Since returning to my "first love" so to speak I have realized that although the numbers of women in competitive cycling have not grown enormously, the number of women riding has! I want to share a sport I love with every woman out there who even thinks of getting on her bike and riding through her neighborhood!

4. Who is the intended audience of She Pedals?

The audience is quite literally any woman, of any age or ability who loves to ride a bike!

5. How do you feel about starting a print publication in a down economy and during a decline in the size of print journalism?

As far as a decline in print journalism, I actually believe that things go full circle and that the advent of what is almost a completely digital lifestyle for many opens the doors for a publication that is tactile, visually exciting and well written. Regardless of how automated we become, people have not stopped borrowing library books, buying cds, even records or collecting art. The magazine is envisioned as a journal; a smaller, bound publication full of stories integrated with some sound cycling advice and information on the latest in the sport.

6. What are your goals for the publication?

She Pedals is designed to be a journal for the non-competitive rider to tell her story. That said, I will be covering some of the larger events on the competitive calendar; however, the focus will be individual stories, blogs and diaries of the races, not just results. The goal is to weave a publication that gives women of all abilities and cycling interests something to inspire them and perhaps even a forum to reach other riders. In addition, I ultimately want the quality of the content to be such that even non-riders and potentially men will be interested in reading it!

We are publishing quarterly so that the journal is not only full with great content, but also so that it is something to look forward to! Subscribers will also receive newsletters between issues.

7. How will *She Pedals* participate in the cycling community?

She Pedals is establishing relationships with several of the larger rides and women's only rides in the United States this year. We had postcards at Sea Otter in the athlete bags and are looking into being a supporting sponsor in 2010. We will also have a photographer at Little Red Riding Hood on June 6th in Utah, which has been sold out at 2600 women! The magazine is debuting at [Venus de Miles](#), Boulder, Colorado and at the [Dirt Inspires, Women's Trail 1/2 Marathon](#) on August 30, 2009. And in October we will be at the [Princess Promenade](#) In Sacramento, California.

In the long term, *She Pedals* hopes to strengthen the backbone of cycling in the US. Possibilities include an online community, women's bike camps and travel, regional micro-publications and an increased support of philanthropic rides. On a larger scale, ideas in the works include funding a Junior Women's team as well as a UCI track team, two areas in the competitive cycling world that would greatly benefit from a well-funded team structure

8. What resources are you using to get the magazine up and running? Do you have any help or is it a solo start?

It began as a solo project. However, now I have several women assisting me, including [Abigail Smigel](#), Photography Editor, [Terri Schneider](#), Katherine Stump, Anke Martin and [Karen Kefauver](#). It really is a wonderful group of women to work with!

9. What kind of initial response have you gotten (and from whom) regarding the upcoming publication?

So far the response has been incredibly positive. I have heard from women all over the country as well as from New Zealand and Australia. Many are interested in what the content will be and how it will be different from current cycling magazines. I am also seeing a lot advertiser interest, which I hope is a sign of exciting things to come!

Editors Note:

She Pedals is sending its debut issue (September 1, 2009) free to anyone who registers online at www.shepedalsmagazine.com.

Subscriptions will be available starting with the December issue, for \$20.00/year. This will include email newsletters between publications.

-Katherine Stump, Katherine.stump@gmail.com

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