

Ohio State Alumni Magazine

Category number and title

6c: Best Alumni/Institution Magazine, 10,000 and up

Institution

Ohio State University Alumni Association, Inc.

Contact

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Editor

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AUDIENCE AND FREQUENCY

The Ohio State Alumni Association is a nonprofit organization separate from but closely tied to the Ohio State University.

Ohio State Alumni Magazine is mailed six times a year to the 130,000 dues-paying members of the Alumni Association, as well as other interested parties and friends of the university and the Association.

OBJECTIVES

- To present the intellectual vigor and excellence of Ohio State.
- To inspire readers' engagement with the university and the Alumni Association through the examination of societal issues in a way that promotes critical thinking.
- To be a gateway through which alumni connect with Ohio State and with each other and serve the university.
- To celebrate connections and milestones in alumni life.

STAFFING

100 percent

Editor

Art director

Contributing

Vice president for communications and advocacy

Director of communications
Assistant editor
Administrative assistant
Advertising sales representative

Plus

Freelance writers for some departments and most features
Freelance photographers and illustrators

TOTAL ANNUAL BUDGET (excluding salaries and postage)

2008–9: \$408,000

AVERAGE COST PER ISSUE

2008–9: \$68,000, \$.65 per copy

TODAY'S ALUMNI MAGAZINE

Things aren't always scarlet and gray at Ohio State. They aren't always black and white, either. We often use our feature stories to encourage readers to consider multiple viewpoints and think about issues in new ways. We want to reflect the fact that we're affiliated with an institution of higher learning—an institution whose reputation in research and many other areas has grown significantly in recent years.

At the same time, we recognize the value of promoting traditions, memories, and ties to the culture of Ohio State as a sprawling land-grant school with a legendary athletics program.

Timely topics: In our 2008–9 volume year, cover features on two very different topics illustrated these two sides of Ohio State—and they drew equally strong reactions.

The January/February feature on High Street, the university's "main drag," was an exercise in nostalgia that showed how the street has changed over the years. We invited readers to share their memories of High Street, and share they did—enthusiastically and at length. It generated by far the most responses we had received to any article in decades, and we compiled them into a follow-up feature for the May/June issue.

In the March/April issue, we asked faculty experts about the advice they would give Barack Obama on five critical issues he faced (and is still facing) in the first months of his presidency. The initial round of responses to the feature was almost uniformly

critical of what readers saw as the liberal leanings of the university and, by extension, the magazine. The second round—the reactions to the reactions—was critical of the first round. (The second group of letters appears in the July/August issue, which isn't included here.)

The readers speak: We see these letters to the editor as a significant measure of our influence, whether they're brimming with pride or crackling with anger over who or what we have featured in the magazine. They give us sometimes surprising insight that helps shape the direction of the magazine and the topics we cover. It's an interesting exercise in interacting with our readers, and one that's in line with our objective to provide them with an important connection to each other and to their alma mater.

Recognition: In 2006, *Ohio State Alumni Magazine* won CASE District V's top award for most improved magazine in its circulation class. The magazine won CASE V's top award for best magazine in its class in 2007.

In October 2009, *Ohio State Alumni Magazine* will accept the James P. Barry Ohioana Award for Editorial Excellence.