

Pride of CASE V 2009 Awards
Category 36 Best Specialized or Unit-Level Magazine

Abstract for *Research & Creative Activity* magazine
Indiana University
research.iu.edu/magazine

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General Description

Research & Creative Activity magazine has been in continuous publication since November 1977; it is currently published two times a year. The magazine is the only universitywide publication of its kind at IU; it is intended to stimulate greater awareness of and appreciation for the diverse faculty endeavors on all eight campuses of Indiana University. Each issue explores a theme through stories that approach the topic from varied perspectives and disciplines.

Goals

R&CA's goals are:

- to tell engaging stories about Indiana University as a major research institution;
- to share knowledge, insight, and ideas gleaned from IU research and creative work with the wider public;
- to foster collegiality and collaboration across disciplines and campuses and among IU's far-flung faculty of more than 7,000 people; and
- to help IU researchers and Indiana University fulfill obligations to be accountable to public agencies and supporters.

Fit with Institutional Goals

By telling stories that highlight the activities and achievements of Indiana University's community of scholars, *R&CA* magazine serves the main mission of the Office of the Vice Provost for Research, which is to promote public appreciation and understanding of the university's contributions and to enhance federal, state, public, and private support for faculty research efforts. Publication of the magazine also serves the university's wider mission of disseminating knowledge and ideas gleaned from cutting-edge research, scholarship, arts, and creative activity to help meet the changing needs of the state, the nation, and the world.

Audience

R&CA magazine reaches a general readership that includes university faculty and staff; economic development and business leaders; IU alumni; national and regional media; current and potential donors;

state and national policymakers; and funding agency officers. The circulation is 10,000 copies per issue.

Staffing and Budget

The in-house staff for the magazine consists of the editor and an art director, both of whom have additional responsibilities. During magazine production, the editor employs the services of freelance writers and photographers. No outside agencies or volunteers are used. *Research & Creative Activity* is published two times each academic year. The total annual budget for 2008-09 was \$55,000, excluding salaries and postage. Unit cost is approximately \$2.27 per copy.

Special Circumstances or Challenges

In August 2008, our unit (Office of the Vice Provost for Research) hired a new director of creative strategy (Kelly Carnahan) who also took over responsibilities for designing R&CA magazine. Although the "to-press" date for the Fall 2008 issue was only six weeks away when the new creative director was hired, the editor and creative director accomplished an in-house redesign of the magazine, including co-creating original art for the cover, and published the issue on schedule.

In spring 2009, we continued with the redesign by creating a completely new online presence for the magazine at research.iu.edu/magazine.

Results and Effectiveness

Measurements of R&CA's effectiveness include recognition received in award competitions, reader responses, and the usefulness of the magazine's content to other university communications, marketing, and outreach efforts. In recent years, *Research & Creative Activity* has received several CASE V awards, including:

- CASE V (Pride of Case V)– Gold Medal for Excellence in Research/ Scientific/Medical Writing, Individual
- CASE V (Pride of Case V)–Honorable Mention, Best Specialized or Unit Level Magazine
- CASE V (Pride of Case V)–Bronze Award for Excellence in Research/Scientific/ Medical Writing, Individual

The sampling of reader comments below reflects responses the editor has received regarding the two issues of the magazine submitted with this entry:

I thoroughly enjoyed reading the Sustainability edition of the *Research and Creative Activity* magazine. I edit an employee newsletter for Physical Plant at IUB and have been featuring some of the sustainable efforts of that department. Your edition gave me the Big Picture of global sustainability, which helped put our efforts in perspective. It also made me appreciate the many talents at work on sustainability right here at IU. Thanks for a

very nice job! --Sandy Lynch, *Writer/Photographer/Editor, IU Physical Plant*

Just received my Fall 2008 edition. What a superbly handsome, professional, and interesting publication. The design is a knockout! I am in the process of reading all the content, which promises to be outstanding. Thanks for keeping me on your mailing list. --Bruce Tone, *IU alumnus*

Although, for lack of time, I usually manage to read only a few articles in *Research & Creative Activity*, I read this issue cover-to-cover, and not just because I happen to be a small part of it. I'm passionately interested in the questions--ethical, ecological, practical, political--that converge around the goal of sustainability, so I was intrigued from the editor's note onward. It is encouraging to learn of so much promising work being done across our university. The choice of subjects in the magazine, the quality of the writing, the visual interest, all worked together to make the whole issue compelling. --Scott Russell Sanders, *writer, Distinguished Professor of English at Indiana University Bloomington*

A big congratulations on a wonderful issue of R&CA. The articles are great, the graphics beautiful (particularly the cover sculpture), and the content very timely and substantive. I think the issue will really help to give the IU sustainability program credibility (and support) from our both our sponsors (trustees and legislators and administrators) and our constituents (faculty, staff, students at IU). --Michael Hamburger, *Associate Dean of the Faculties, Indiana University Bloomington*

Please allow me to express my appreciation for the new look of the recent issue of R&CA magazine. I was particularly struck by the originality and the thoughtfulness of the cover design. In an academic environment where people could grow indifferent to the development outside of our own discipline, our attention is brought to this magazine by the humanistic angles of writing and well thought-out topic. In addition, the richness of the visual communication gets us to open the issue, to keep the it in our hands, and to acquire an intangible comprehension. I commend your effort in trying to achieve all of the above. The progress is very visible in my observation. --Arthur Liou, *Associate Professor, Digital Art, Indiana University*

I found your publication through browsing the net. It is really an interesting magazine compact with interesting research news. Great magazine. It would be great if you are able to provide me a hard copy of the Spring and Fall issue of the magazine for my reference. Let me know if there are any charges applied. --Lim Kong Soon, *Malaysia*

I wanted to write a quick note to congratulate you on the new website for Research & Creative Activity. It's very handsome and easy to navigate. I did not mean to spend any time reading it when I clicked through, but five minutes later..... Good for you. --Sandra Bate, Executive Director, IU Foundation Marketing Group

The latest issue of *Research and Creative Activity* is excellent. We're already starting to receive requests for copies from our worldwide extended family. Is it possible for us to get extra copies of the magazine? (Even in a cyberinfrastructure world, there's still a love of physicality!). -Mark Price, Cyberinfrastructure for Network Science Center, Indiana University

The magazine also measures its success through its usefulness in broader university communications and marketing outreach efforts such as regular spotlights on the university gateway Web page (www.indiana.edu), the Bloomington campus gateway page (www.iub.edu), and the university's several recurring e-zines to external audiences; distribution to donors and prospective donors; student recruitment efforts for elite undergraduate scholarship programs and faculty recruitment for varied departments and schools; distribution at large exhibitions and events; and special mailings from the IU President's Office.