

Entry: “The Evolution of Discovery,” *Perspectives* magazine

Category No. 43: Excellence in Research/Scientific/Medical Writing, Individual

Institution: Ohio University

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Individuals responsible for entry: Andrea Gibson, writer and editor

Budget: The total annual budget for two issues of *Perspectives* magazine (excluding postage and salaries) is \$58,000, which includes printing and freelance writing, photography and design.

Staff involved: This entry was developed and written by Andrea Gibson, the editor and only full-time employee of *Perspectives* magazine. Freelancers, student interns and university communicators contribute all other writing, design, illustration and photography.

Measures of effectiveness: The publication of this article, the cover story of the Autumn/Winter 2009 issue of *Perspectives* magazine, coincided with Ohio University’s celebration of the 200th birthday of Charles Darwin. The university distributed copies of the article at special events and lectures related to the celebration to inform internal and external audiences about its research in the area of evolutionary studies. The center featured in the piece has used the article to heighten its profile at the university and state level and to aid in the recruitment of students and faculty. *Perspectives* received many positive responses from readers who enjoyed the timeliness and format of this article. In addition, this article has aided the university’s media relations staff in pitching evolution experts to news reporters.