

Category: Robert Sibley Magazine of the Year Award

Winner: HBS Alumni Bulletin, Harvard Business School (District I)

Judges' Comments: One judge remarked, "If you want to see the best an alumni magazine can do, take a look at this one." The judges were impressed by the magazine's quality on every dimension, including range of content; writing; design; photography and illustration; and overall pacing and navigation. In particular, the magazine is packed with service journalism, i.e., content that's genuinely useful to its audience. Many college and university magazines incorporate more service content today than was the case in years past, but the *HBS Alumni Bulletin* takes it to another level, by including useful content not just here and there but on virtually every page.

The judges also singled out two elements in the *HBS Alumni Bulletin* for special praise: a Table of Contents blurb called "7 Things You'll Learn in This Issue," and the "3-Minute Briefing" as a different way of profiling an alum.

The judges also commended several other finalists whose magazines showed strong personality and courageous coverage of timely topics. The University of Toronto's UTMed devoted an entire issue to the often-neglected mental-health challenges that physicians face, with thoughtful articles and essays on physician suicide, the impact of medical mistakes, and related topics. The University of Alberta's *New Trail* was unflinching in its full-issue coverage of the Truth and Reconciliation Commission's work related to Canada's residential schools for indigenous children. And the Harvard Graduate School of Education magazine, *Ed.*, took on such tough topics as the charter-school controversy and the need for educators to be trained to help support transgender students. The judges loved the spirit and personality of all three of these magazines.

Congratulations to all of the finalists.