2018 Circle of Excellence Awards
Judges Report

Please complete the following form to report on your category and the winners. If you are judging a category with multiple subcategories, please complete one form for each subcategory. Email completed forms to Stephanie Fisher at awards@case.org by **Friday, May 11**.

Name of Category or Subcategory: Special Constituency

Host Coordinator: Anna Seip

Judging Session Date: April 15, 2018

Total Number of Entries Received: 39

Category/Subcategory General Observations (please include a paragraph or two about the overall strengths, weaknesses and/or trends observed in the category/subcategory):

Many magazines in this category were well designed and, on average, totally fine. Many employed nice use of illustration and worked within the confines of being a "special" magazine—encompassing the news of a law school, a med school or a business school—with all of the challenges that entails. They all fit well into the category. There were, however, huge variations in areas such as number of staff people, cost per issue and whether the magazine was designed in-house or externally at a design firm. All of those disparate factors made it difficult to compare apples to apples.

Comments on Winning Entries (please include a few lines about each entry receiving an award):

Award Level: Gold
Winning Institution: University of Toronto Medicine
Title of Entry: Alumni Magazine

Comments: Just an absolutely fabulous idea all the way around. Publishing twice a year, Toronto made the amazing decision to package one heavy issue about physician mental health with its first humor issue. Our judging panel laughing uproariously while reading the humor issue—reading several parts out loud—while quietly reading about the tragedies outlined in the physician mental health issue. We were all in agreement that Toronto was head and shoulders above the other magazines. There was no debate,

just—boom—hands-down, here's our winner. We all wanted our own copies to take home so we could refer back to them and reread them. Just an amazingly forward-thinking way to handle tough topics and fun topics in what could otherwise be a stuffy med school magazine. (Believe me, we read plenty of stuffy med school magazines during the judging process.) Very clear, amazing content, great design, very clean.

Award Level: Silver
Winning Institution: University of California San Francisco (UCSF)
Title of Entry: UCSF Magazine

Comments: Since UCSF as a professional med school and grad school does not have a university's typical alumni base of support and camaraderie, they geared the magazine toward its patients (who often become their donors through simply gratitude). It's a brilliant idea. As a result, the magazine is fun to read for anyone. You don't have to know a thing about medicine or UCSF to enjoy it. That's the key to any good publication—getting people to read it. They did a great job with content, covers and photography without being superfluous.

Award Level: Bronze
Winning Institution: University of Colorado at Boulder
Title of Entry: Anthropocene

Comments:
The judging panel loved the look of this magazine. It's a high-brow, intelligent effort. The paper, the covers, the graphics and the photography are all well done. Editorially, the magazine could use some good old-fashioned reporting. Most of the pieces seem to be a one-source effort (with the author as expert) instead of objective, journalistic efforts. If what you value most is editorial independence (as your entry states), then take the author out of the story. Well reported, journalistic pieces added in throughout would take the magazine from good to great.