



A quick note about UConn Magazine:

With our small staff of 2 full time employees – Lisa Stiepock, editor, and Christa Yung, art director, and a handful of University Communications colleagues who commit part of their time to the magazine – a university photographer, marketing project manager/associate editor and a designer when available, UConn Magazine prints 3 issues a year, with 235,000 copies per issue. It is mailed to all alums, grad and undergrad along with high level stakeholders including legislators such as the governor (important for a state school.) Our alums come from all 5 campuses and 14 schools and colleges – we’ve got surgeons, poets, dairy farmers, astronauts, and anything and everything in between, which means our magazine needs to be of interest to a very diverse group of people.

And a quick note about the Summer 2024 cover:

After our 2023 Men’s Basketball NCAA win, we went big and made 5 covers for our 5<sup>th</sup> national champion win. It was a HUGE hit. It was also a massive undertaking that we didn’t expect to have to replicate the following year, but when we won again in 2024 we found ourselves having to brainstorm for another impactful cover. With the back to back win for the men and a big year for the women (no win unfortunately), we hosted an interoffice brainstorm to come up with fun nicknames and icons for a fictional trading card set for our cover and inside spread. Art director Christa Yung and designer Andrew Janavey searched high and low for the perfect action photos, retro inspiration and fonts and got to work to once again get these done asap – since no plan was in place before the win (couldn’t jinx it!)