



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 Super Fans Photography:

How to photograph this group of kooky fans who each have their own distinct outfit/accessory? Well, how about in unexpected places! We paired each Super Fan with their own location that helps accentuate their unique and quirky attire. These fans are instantly recognized in their specific looks at a UConn basketball or football game, and sure enough, they were recognized out in the real world as well! While photographing Mister Hot Balls in a Big Y aisle, we had a few shy but curious shoppers who instantly knew who he was. Similarly, Carol with her Jonathan puppet were a hit at the Shady Glen Diner. As we expected, they stood out even more in these unexpected locations and caught UConn sports fans’ attention around the state as we photographed them.