

## **UIC News**

### **Category 26**

### **Best Tabloid for Internal Audiences**

#### **University of Illinois at Chicago**

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#### **General description**

UIC News is published by the UIC Office of Public Affairs for the community of the University of Illinois at Chicago. It is a tabloid newspaper published weekly in fall and spring semester, with monthly print editions and weekly online editions in the summer. Print circulation is 10,000, with 34 issues per year.

#### **Objectives/How UIC News fits into overall goals of institution**

The University of Illinois at Chicago is truly part of Chicago, both in location and personality. We have the Chicago attitude and the Chicago identity. The faces of the people who work and study here reflect the ethnic diversity of our city. Some of our students are the children of immigrants, and many are the first generation in their families to attend college.

With its Great Cities Commitment, UIC works with hundreds of government agencies, nonprofit organizations and community groups to solve urban issues — from CeaseFire, a violence prevention program that literally takes its mission to the streets, to the Center for Family Literacy, which works with Hispanic parents of young children to improve family reading and literacy.

UIC was established in 1982 with the merger of two University of Illinois campuses. Now, 27 years later, many of the alumni who return with their children for orientation can't believe it's the same place.

Although UIC remains primarily a commuter campus, five residence halls have been added and about half of freshman students now live on campus. The campus underwent a literal "greening" in the mid-90s that replaced asphalt with open space and grass. A new area of campus, a mix of academic, residential and commercial property, was acquired and developed in partnership with the city and real estate developers.

At the same time, UIC has become a major research institution, 47th in the nation in federal research funding (up from 65th in 1998). UIC also has a major medical center with pioneering programs in transplantation and robotic surgery, and six health professions colleges.

But in many ways, people's perceptions of UIC have not caught up with the reality. As part of the Office of Public Affairs in the Office of External Relations, we work to change this. Our colleagues in the news bureau strive to inform and educate through the external media; our responsibility is to inform faculty, staff and students about the place where they work and study.

The two sides of campus — a medical center with health professions colleges, and a primarily liberal arts and sciences center — are only a mile apart, with free shuttle buses running between them, but many employees rarely go to the “other side.”

One important role for *UIC News* is to help unite the campus community through even-handed coverage that represents all colleges and departments. In some ways, *UIC News* is like a small-town newspaper: we report the achievements of individuals and campus units; we provide practical information that affects the work and school lives of our readers; and we convey messages from the administration to the campus community.

### **Audience**

The audience for our print version includes the employees and students of UIC (on the Chicago campus and several regional sites), retirees, alumni, deans and department heads on the other U of I campuses, university trustees and Illinois legislators. There are about 1,000 subscribers to our Web edition, which is currently a mirror of the print issue.

### **Staff**

We have two full-time staff members whose duties focus on *UIC News*: an editor and associate editor. There is a 50 percent-time assistant editor and a production manager/designer who spends about half her time on *UIC News*. Another staff member in Public Affairs serves as our advertising manager, which occupies about one-fourth of her work time.

Our colleagues in the news bureau write news releases which they sometimes expand for *UIC News*; they occasionally write articles for the newspaper as their workloads permit.

Photography is supplied by a campus photo services office on a fee-for-service basis.

### **Total annual budget excluding salaries**

\$34,000 printing

\$10,000 photography

\$44,000 TOTAL

Average cost per issue: \$1,294

Average unit cost (print): .129 cents