

**Title of entry:** “Menu Makers” from St. Thomas Magazine (Winter 2009)

**Category number and title:** 37D. Excellence in Photography – Photo Essay

**Institution:** University of St. Thomas, St. Paul, Minn.

**Name and contact information for individual submitting entry:** Editor, Brian C. Brown, (651) 962-6423, bcbrown@stthomas.edu

**Audience:** 81,000 alumni, donors, parents, faculty and staff, graduate students and friends of the university.

**Staff Involved:**

Mike Ekern (photographer) and Kelly Hailstone (writer)

**Program budget and unit costs where applicable. Do not include staff salaries or postage in calculating total cost and cost per unit.**

Total cost: \$114,000 x 3 issues = \$343,000

Cost per unit: \$1.40

**Documented results, measurements of effectiveness:** n/a