

Carol Cheney: Magazine Makeover, Achieving Excellence in the Electronic Age, Part 2  
12/2/11

**Some great online resources on alumni magazine: philosophy, content and design**

Sample data on alums' feelings about print magazines:

<http://tinyurl.com/cfnx7j4>

Maintaining alumni loyalty:

<http://www.thinkdesigninteract.com/business/ignore-your-alumni-and-they-will-go-away/>

UMagazinology on why print magazines should not be forsaken for e-communiation:

<http://bit.ly/cvT2hh>

In defense of print:

<http://designmind.frogdesign.com/blog/in-defense-of-print.html>

Hamlet's Blackberry: Why paper is eternal (blog post)

<http://ericjennings.wordpress.com/2007/12/11/hamlets-blackberry-why-paper-is-eternal/>

Outsourcing design: pros and cons:

<http://www.marketingprofs.com/articles/2011/4401/outsourced-marketing-does-it-make-sense-for-you?adref=nl020911>

Why whitespace matters (written about web, but equally applicable to print design):

<http://boagworld.com/design/why-whitespace-matters/>

Guide to estimating cost of outsourcing writing projects:

<http://www.writingassistance.com/pdfs/>

Sample alumni magazine readership survey:

<http://www.zoomerang.com/Survey/WEB2262L5K8SKE>

Student generated content:

<http://adaptivateblog.com/2011/05/04/student-generated-content-part-two/>