

2008 Pride of CASE V awards

Title of entry: *Taking the Public Pulse*

Category 42: Excellence in News Writing

Submitted by: Minnesota State Colleges and Universities system

Web link: http://www.mnscu.edu/media/publications/pdf/mnstate_magazine_spring08.pdf

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Budget: staff time

Staff involved:

Linda Kohl, associate vice chancellor for public affairs and editor, *Minnesota State Colleges & Universities* magazine

Measures of effectiveness, if applicable:

This story plays off the upcoming election, which is particularly important to Minnesotans since the Republican National Convention will be in St. Paul and Minneapolis early this fall. The story focuses on a respected statewide poll conducted routinely by the St. Cloud State University professor and his students. The story exemplifies the best of academic learning and practical experience for students.

The statewide newspaper, *MinnPost*, asked permission to publish this story and ran it on June 24, 2008.