

# What It Takes to Win

*Magazine's awards reflect our community's memorable qualities*

Here's news we can all celebrate. *BC Law Magazine* became a championship publication this year, winning a regional silver medal and a national bronze medal from CASE. The Council for Advancement and Support of Education is the primary organization for communications, alumni relations, and development professionals in education. After besting sixty other entries to win the District 1 silver in February, the magazine in April earned a coveted national bronze from among fifty-two entries in the Special Interest Magazine category. The prizes are milestones: they are the first awards won by *BC Law Magazine*, and they arrive on the publication's tenth birthday.

The recognition is welcome for several reasons.

First, it confirms that the 2001 redesign of the magazine imparts to readers the vitality of *BC Law* and brings to life the people and concerns that give the school its special personality. A chronicle of the travails of the mock trial competitions and an expedition into the historical niches of the rare book collection are but two journeys the magazine has taken readers on recently.

Second, it suggests that among like publications at other professional schools, *BC Law Magazine* excels at engaging its alumni. Many of you answered our reader's survey, and I was pleased to learn that you read the magazine quite thoroughly and rely on it to stay informed about alumni and campus activities. Others of you entered a dialogue with the Strategic Planning Committee when you responded to our alumni survey seeking your perspectives on everything from the curriculum to career services. Professor Judith McMorrow, the committee chair, said your input was invaluable, particularly because it showed a widely held belief in a balanced theoretical and practical education and indicated that our emphasis on ethics is appreciated in a workplace rife with conflicts of interest and other moral dilemmas.

Third, it tells us that our intent to capture the interest of and inform the broad legal community is succeeding. Articles on whether human rights is a casualty of the war on terrorism and on how society is breeding a terrifying new generation of adolescent criminals are examples of the important subjects explored in our pages. As the CASE judges said, "The content is highly relevant and compelling."

Which brings us to this issue. We offer intriguing theories about why law firms are experiencing a spate of closings, downsizings, and mergers in "Getting a Firm Grip," on page 14. We also profile teacher of the year Mark Brodin, tell you about the \$20,000 settlement won by a clinical student, and provide a glimpse into the life of alumnus Mark Perlberg, a highly successful executive who once swore he'd rather be a litigator.

Come to think of it, the CASE honors are not really about this magazine; they're about this community and the people and ideas that occupy it. Boston College Law School—winner takes all.

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Boston College Law School of Newton, Massachusetts 02459-1163, publishes *BC Law Magazine* two times a year: in January and June. *BC Law Magazine* is printed by Imperial Company in West Lebanon, NH. We welcome readers' comments. Contact us by phone at 617-552-2873; by mail at Boston College Law School, Barat House, 885 Centre Street, Newton, MA 02459-1163; or by email at sandervi@bc.edu. Copyright © 2003, Boston College Law School. All publication rights reserved.

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