

2001-2002 CFEA Awards Competition

Rules, Categories and Judging Procedures

Here it is! The 2001-2002 CFEA Awards Competition promises to be the most exciting, inclusive, and constructive CFEA competition for all who participate. We've added two additional award categories, a checklist to help you prepare your entries and a revised entry form. Added categories include honors for outstanding manuals or handbooks and outstanding publication improvements. The new entry checklist will ensure your entries are complete and assist in the judging process while the revised entry forms are a full page and include space for judges to provide feedback. So don't miss out! Be sure to review all the rules, category descriptions (several have changed) and send your entries by February 23, 2002. Good luck!

—CFEA Awards Committee

Rules

- Entries must be from paid regular members of CFEA in order to be accepted.
- Entries must have been published between **January 24, 2001**, and **January 23, 2002**.
- Only one entry per category may be submitted by each member organization.
- An entry cannot compete in more than one category within a division (i.e. the same entry cannot compete in the Cover Design category and Critics' Choice category). The divisions are writing, design, and other.
- A completed entry form is to be attached to each individual entry. Entries are distributed to judges in advance of judging, and each judge needs a complete set. Incomplete entries will not be considered by the judges.
- Do not embellish entries. The entries should present themselves. Affixing entries to oversized, bulky presentation boards creates problems in handling and will be rejected.
- Entries must be postmarked on or before **February 23, 2002**, to be eligible for judging. Incomplete or inaccurate entries will be disqualified.
- Receipt of entries: If you want to know if your entries were processed, please include a stamped, self-addressed card or envelope with your materials.

Send entries to:

Obie Obenchain, CFEA Awards, Phi Delta Theta Headquarters,
2 S. Campus Ave., Oxford, OH 45056-1872.

Judging

In February, accumulated entries are sorted by category and checked for compliance with contest rules.

New Article Content, Feature Article Content, and Profile Article Content entries are given to one panel of judges.

Cover Design, Feature Article Layout, and Two-Color or Less Article Layout entries are distributed to a second set of judges.

Annual Report, Innovative Handling of Routine Material, Promotional Publication, Newsletter, Manual or Handbook and Publication Improvement entries are distributed to a third set of judges.

Overall Excellence entries will be judged by a fourth panel consisting of editorial and graphic design judges.

Total Communications, Web Site, and Multimedia Presentation are judged by a company specializing in communications.

Judges are asked to segregate entries in each category into an initial distribution of three groups: (1) of particular merit, (2) of good quality, (3) not of competitive quality. They are asked to rank those in the first group and to prepare comments on the entry that will explain their reasoning and basis for ranking. Later, each panel will meet to make final decisions.

Deadline

Entries must be postmarked on or before **February 23, 2002**.

Writing Awards

News Article Content

This award honors outstanding writing and creativity in subject selection for a news article. The article should be timely or have a timely angle to inform, educate, and/or advise the publication's audience.

Judging criteria: Complete, timely, and accurate coverage of the subject matter; outstanding writing; relevance of article to the intended audience and publication; and appropriateness to Greek life and work.

What to submit: Entry forms (three copies); text of article—three copies attached to entry forms—on plain, unadorned white paper (or entries that represent typeset copy in layout form with pictures and graphics removed will be accepted); and one copy of the article as published for use during the awards presentation.

Feature Article Content

This award honors outstanding writing and creativity in subject selection for a feature article. The article should inspire, inform, and/or entertain.

Judging criteria: Innovative approach to subject matter; creative writing; relevance of the article to the intended audience and publication; and appropriateness to Greek life and work.

What to submit: Entry forms (three copies); text of article—three copies attached to entry forms—on plain, unadorned white paper (or entries that represent typeset copy in layout form with pictures and graphics removed will be accepted); and one copy of the article as published for use during the awards presentation.

Profile Article Content

This award honors outstanding writing and creativity in subject selection for a biographical profile of an individual. The article should inspire, inform, and/or entertain.

Judging criteria: Article on an individual; innovative approach to the subject matter; outstanding and/or creative writing; relevance of the article to the intended audience and publication; and appropriateness to Greek life and work.

What to submit: Entry forms (three copies); text of article—three copies attached to entry forms—on plain, unadorned white paper (or entries that represent typeset copy in layout form with pictures and graphics removed will be accepted); and one copy of the article as published for use during the awards presentation.

Design Awards

Cover Design

This award honors outstanding cover design of a magazine, newsletter, or tabloid.

Judging criteria: Relevance of cover to content and purpose of publication; originality and attractiveness of design; and how well it visualizes the character of the publication.

What to submit: Entry forms (three copies); and tear sheets of cover—three copies (attached to entry forms). False, wrap-around, and annual report covers are ineligible.

Feature Article Layout

This award honors creativity of feature article layouts of two pages or more in a magazine, newsletter, or tabloid.

Judging criteria: Must be at least two pages; appropriateness of layout to purpose, philosophy, and content of publication and article; unity, coherence, and organization in layout; and how well it visualizes the character of the publication.

What to submit: Entry forms (three copies); and tear sheets of layout—three copies (attached to entry forms). Be sure to include entire article, including jumps.

Two-Color or Less Article Layout

This award honors creativity of feature article layouts of two pages or more in a magazine, newsletter, or tabloid.

Judging criteria: Must be at least two pages; appropriateness of layout to purpose, philosophy, and content of publication and article; unity, coherence, and organization in layout; and how well it visualizes the character of the publication.

What to submit: Entry forms (three copies); and tear sheets of layout—three copies (attached to entry forms). Be sure to include entire article, including jumps.

Critic's Choice Cover

Select what you believe has been your organization's best cover of the year. These entries will be judged by all CFEA members attending the Annual Conference. A ballot will be distributed at registration, and attendees will vote on the entries submitted and on display.

What to submit: Entry form and tear sheet of cover—only one copy (attached to entry form). Do not submit more than one choice of cover design. You may submit the same cover in this category and the Cover Design category.

A word on sidebars: Sidebars, pulled quotes and headlines may be included with writing entries. This is a change from previous rules which restricted sidebars. However, all graphics and photos must still be removed.

Other Awards

Fred F. Yoder Award for Overall Excellence

This award is given for general excellence of the total publication as demonstrated in **all issues*** of a magazine, newsletter, or tabloid published in a year.

An organization may win once in a three-year period. Not eligible this year: Phi Kappa Tau.

Judging Criteria: Relevance of the publications to their intended audience; how well the issues communicate their purpose; unity, cohesion, and organization of written and design materials; creativity, originality, and outstanding use of writing, design, and layout; and general appearance, readability, and interest from front cover, through publication, to and including the back cover.

What to submit: Entry forms (three copies); and three sets of **all issues*** of the publication (attached to entry forms).

Banta Scholarship for Total Communications

This award honors the best communications program by an organization directed to members and/or an outside audience for a single purpose, such as a membership campaign, convention, or other effort. The submission must include at least one publication and the publication must have been produced during the CFEA awards year. If the submission is part of a larger program, materials produced in previous years may be submitted as supporting material, but should be labeled as to which part was produced in which year.

An organization may win once in a three-year period. Not eligible this year: Alpha Xi Delta and Sigma Chi.

Judging criteria: Must include at least one publication (magazine, newsletter, tabloid, handbook); relevance of subject and/or content; effectiveness in communicating the message; and creativity in writing, design, and layout.

What to submit: Entry form; and one sample of all materials in the communications program.

Annual Report

This award honors outstanding efforts in presenting material for an annual report.

Judging criteria: Innovative approach to the subject matter; relevance to intended audience; and unity, coherence, and organization of the annual report.

What to submit: Entry forms (three copies); and

tear sheets of report—three copies (attached to entry forms). Entire magazines should only be submitted if the magazine as a whole is devoted to annual report material. Otherwise, submit only the section(s) of the magazine which covers the annual report, if contained within the magazine. Annual reports that are separate publications may be submitted as well.

Innovative Handling of Routine Material

This award honors outstanding efforts in presenting required material and recognizes magazines, newsletters, and/or tabloids that find fresh ways to present this kind of information at least twice in a one-year period.

Judging criteria: Must be material the publication routinely carries at least twice a year; and innovation and creativity in the presentation and organization of the required material.

What to submit: Entry forms (three copies); and tear sheets of material—three copies (attached to entry forms). Be sure to include entire section of routine material, including jumps.

Multimedia Presentation

This award honors outstanding efforts in interface design, educational and entertainment programs, interactive product display, audio, or self-promotion—created for distribution or presentation via a CD-ROM, floppy disk, interactive kiosk, online service or video.

Judging criteria: Excellence in overall presentation; creativity and innovation; and relevance of content to the targeted audience.

What to submit: Entry form; and one copy of the multimedia presentation with appropriate instructions. The presentation should be submitted on one of the following formats: video cassette; or Macintosh- or PC-based CD-ROM, ZIP or JAZ cartridge, 1.4 MB floppy, or DVD-ROM.

Promotional Publication

This award honors outstanding efforts in presenting promotional material in publications other than magazines, newsletters, and/or tabloids (such as brochures, booklets, posters, etc.).

Judging criteria: Innovative approach to the subject matter; relevance to intended audience; and unity, coherence, and organization of the publication.

What to submit: Entry forms (three copies); and three copies of same publication (attached to entry forms).

Forms online!

No more cramped hands, scissors, photocopying, or fidgeting with the typewriter. The online PDF forms at cfea.org make entering as easy as 1, 2, 3. Here's how:

- 1) Open the desired PDF file. Requires Adobe's Acrobat Reader.
- 2) Enter information as you would any other online form.
- 3) Then print as many copies as needed.

***Based on frequency:**
quarterly—submit your 4 most recent issues; *3 times annually*—submit your 3 most recent issues; *semi-annually*—submit your 2 most recent issues; etc.

See additional awards in this category on the next page.

February 23, 2002
Don't miss the deadline!



CFEA Awards Competition
2001-2002
CFEA Awards Committee
2 South Campus Ave.
Oxford, OH 45056-1872

Other Awards continued

Newsletter

This award honors outstanding efforts in presenting material in a newsletter—a publication that gives specialized information to a limited audience on a regular basis.

Judging criteria: Excellence in overall presentation; creativity and innovation; nameplate/masthead; and relevance of content to the newsletter's purpose and targeted audience.

What to submit: Entry forms (three copies); and three copies of same issue of a single publication (attached to entry forms).

Web Site

This award honors outstanding efforts in presenting material in a Web site.

Judging criteria: Excellence in overall content, timeliness and accessibility; and innovation in presentation and organization of the material.

What to submit: Entry form (one copy) with web site address noted and a printout of the first page of your site's front page. Please do not submit more than one web site address.

Manual or Handbook

This award honors outstanding efforts in presenting material in a manual or handbook.

Judging criteria: Excellence in overall content, organization and design; relevance to intended audience(s); innovative approach, and creative use of available resources.

What to submit: Entry form (three copies); three copies of the manual or handbook. May include an abstract of no more than 50 words explaining the intended audience, available resources and other supporting details.

Publication Improvement

This award honors outstanding efforts that improve an existing publication or web site. Entry must have undergone significant change between January 24, 2000 and January 23, 2002. (Improved publication must be published during the current CFEA awards year.)

Judging criteria: Reason for and impact of change(s); excellence in overall content and design; creative use of available resources.

What to submit: Entry forms (three copies); three sets (attached to entry forms) of the old and improved publication (label publications "BEFORE" and "AFTER"); abstract of no more than one page outlining the specific improvement with details on both the new and old formats. Consider including for each: goals and objective of publication, impact improvement has made, staffing issues, limitations, budget or expenses, etc. If entering a web site, a complete copy of the old site should be supplied.

