

College and University General Interest Magazines

Description

Gold, Silver, and Bronze awards may be given for superior college and university magazines sent to alumni and other external audiences.

Subcategories

- a. Circulation: Less than 29,999
- b. Circulation: 30,000 to 74,999
- c. Circulation: 75,000 or More

Judging Criteria

To be eligible, your magazine must be published two or more times a year. Annual magazines can be entered in Individual Institutional Relations Publications or Individual Alumni Relations Publications.

The judges specifically will look at:

- The objectives of your magazine publishing program;
- Your magazine's content, writing, editing, and layout and design;
- Creative story ideas;
- An understanding of your target audience(s);
- Your institution's mission and how well it is communicated;
- Your budget;
- Your creative use of available resources;
- Results (Did you meet your goals? How?).

Entry Instructions

Enter your magazine in either College and University General Interest Magazines, Research Magazines or Special Interest Magazines. Magazines entered in the wrong category will be disqualified.

1. Upload to the awards website PDFs of two issues of the magazine described in your entry.
2. Submit completed entry form with attachments online to CASE.