

External Audience Tabloids and Newsletters

Description

Gold, Silver, and Bronze awards may be given to the best external audience tabloids and newsletters. If your tabloid or newsletter has a primarily internal audience, enter it in Internal Audience Periodicals.

Subcategories

- a. Print External Audience Tabloids and Newsletters
- b. Web-Based or Electronic HTML External Audience Periodicals

Judging Criteria

The judges specifically will look at the:

- The objectives of your periodical's publishing program;
- Writing, editing, and article selection;
- Design;
- Navigation (subcategory b only)
- Creativity;
- Staffing;
- Understanding of your target audience(s);
- Institution's mission and how well it is communicated;
- Budget and use of available resources; and
- Results.

Entry Instructions

Your periodical must be published two or more times a year.

1. For subcategory a (print periodicals), upload to the awards website PDFs of two issues of the tabloid or newsletter described in your entry.
2. For subcategory b (web-based or electronic periodicals), provide URLs for two issues of your periodical.
3. Submit completed entry form with attachments online to CASE.