

Independent School Periodicals

Description

Gold, Silver, and Bronze awards may be given to the best private independent school (grades K-12) periodicals sent to alumni, parents, and other external audiences.

Periodicals targeted primarily to an internal audience should be entered in Internal Audience Periodicals. Annual magazines can be entered in Individual Institutional Relations and Alumni Relations Publications.

Subcategories

- a. Independent School Magazines
- b. Independent School Tabloids and Newsletters
- c. Independent School Web-Based or Electronic HTML Periodicals

Judging Criteria

Your print magazine, tabloid, newsletter, or web-based periodical must be published two or more times a year. For all subcategories, the judges will look at the:

- Objectives of your publishing program and how well you have reached them;
- Periodical's content, writing, editing, and layout and design;
- Understanding of your target audience(s);
- Institution's mission and how well it is communicated;
- Budget and creative use of available resources; and
- Staffing.

Entry Instructions

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

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