

Internal Audience Periodicals

Description

Gold, Silver, and Bronze awards may be given for the best periodicals published for a mainly internal audience (faculty, staff, and students). If your periodical has a primarily external audience, enter it in External Audience Tabloids and Newsletters.

Subcategories:

- a. Print Internal Audience Tabloids and Newsletters
- b. Print Internal Audience Magazines
- c. Web-Based or Electronic HTML Internal Audience Periodicals

In addition, please categorize your periodical as follows:

1. Daily or more than once a week
2. Weekly or Biweekly
3. Monthly or Bimonthly
4. Quarterly
5. Other

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 c 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 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.