

Print Periodical Publishing Improvement

Description

Gold, Silver and Bronze awards may be given for outstanding improvement of print magazines, tabloids, and newsletters that has taken place over a two-year period. If your periodical changed format, enter the subcategory that best describes what it has become, e.g., a tabloid that was changed to a magazine should be entered as a magazine.

Subcategories

1. Magazine Publishing Improvement

Print magazines that have undergone significant changes between January 1, 2007 and December 31, 2008, and are published for any constituency.

2. Tabloid and Newsletter Publishing Improvement

Print tabloids and newsletters that have undergone significant changes between January 1, 2007 and December 31, 2008, and are published for any constituency.

Judging Criteria

The judges specifically will look at the:

- * Goals and objectives;
- * Periodical's content, writing, editing, layout and design, and print quality;
- * Staffing;
- * Understanding of your target audience(s);
- * Need for and impact of improvements;
- * Institution's mission and how well it is communicated;
- * Budget and creative use of available resources; and
- * Results (Did you meet your goals? How?).

Entry Instructions

To be eligible to enter this category, your periodical must be published two or more times a year. You also must have published at least two different issues in your new format. Periodicals must have been published over a two-year period between January 1, 2007 and December 31, 2008.

1. Print out your completed entry form and submit with hard copies of two different complete issues of your old format and two complete different issues of your new format of the periodical described in the attachments included in your entry form to the address below.

2. Submit completed entry form with attachments online to CASE.