

## **Print Periodical Publishing Improvement**

### **Description**

Gold, Silver, and Bronze awards may be given for outstanding improvement of print magazines, tabloids, and newsletters that have 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**

- a. Magazine Publishing Improvement: Print magazines that have undergone significant changes between Nov. 1, 2010, and Oct. 31, 2011, and are published for any constituency.
- b. Tabloid and Newsletter Publishing Improvement: Print tabloids and newsletters that have undergone significant changes between Nov. 1, 2010, and Oct. 31, 2011, and are published for any constituency.

### **Judging Criteria**

The judges specifically will look at the:

- Goals and objectives;
- Periodical's content, writing, editing, and layout and design;
- 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 between Nov. 1, 2010, and Oct. 31, 2011.

1. Upload to the awards website PDFs of two different complete issues of your old format and two complete different issues of your new format of the periodical described in your entry.
2. Submit completed entry form with attachments online to CASE.