

Special Constituency Magazines

Description

Gold, Silver, and Bronze awards may be given to outstanding special constituency Magazines that have general or special audiences.

Subcategories

- a. Research Magazines: General Interest magazines devoted exclusively to coverage of the scholarly contributions of an institution, whether in science, technology, humanities, or other areas of scholarship.
- b. Special Interest Magazines: Magazines published by professional or graduate schools or other specialized institutional programs. Colleges within universities should enter their magazines in this subcategory.

Judging Criteria

To be eligible, your magazine must be published two or more times a year. Annual magazines can be entered in Individual Institutional Relations and Alumni Relations Publications.

The judges specifically will look at:

- The objectives of your magazine publishing program;
- Your magazine's content, writing, editing, and layout and design;
- Creative story ideas;
- An understanding of your target audience(s);
- Your institution's mission and how well it is communicated;
- Your budget;
- Your creative use of available resources;
- Results (Did you meet your goals? How?).

Entry Instructions

Enter your magazine in either College and University General Interest Magazines, Research Magazines, or Special Interest Magazines. Magazines entered in the wrong category will be disqualified.

1. Upload to the awards website PDFs of two issues of the magazine described in your entry.
2. Submit completed entry form with attachments online to CASE.