

ShowCASE to the World of District VIII!

This is your opportunity to showCASE your best and most creative work to your District VIII colleagues! The 2006 Juried Awards Competition celebrates the quality, imagination, and effectiveness of the year's best communications solutions. All awards will be presented in Vancouver, British Columbia, Canada, at the CASE District VIII Conference, February 22 – 25, 2006.

Categories

- Publications
- Periodicals
- Visual Design, Illustration, and Photography
- Writing
- Projects
- Electronic Media

WHAT'S NEW!

The deadline for entries is **November 16, 2005**. Eligibility period for *this year only* is from **January 1, 2005 through October 31, 2005**. (*Next year's eligibility period will be from November 1, 2005 through October 31, 2006, and onward for subsequent years.*)

This year, a couple of new items have been added to the categories. District VIII wants to recognize the diversity of our district and acknowledge the many issues all our members face in this time of shifting priorities, budget challenges, and putting our best efforts forward for recognition.

So, we've implemented the external cost requirement for development of your entry. Please indicate on the entry form and in the abstract either the cost per unit or the total project cost, **and** the quantity produced. These outside costs could be design, photography, writing, consulting or contract work, free-lancer fees or printing and production. For example, if an invitation packet cost you \$15 per piece to produce, including the work of a contractor, but you only produced 100, that would explain the high per unit cost. This requirement does not apply to entries in the Writing category.

Another item we want to recognize is alumni programming. Now, we're a little new to including this area of communications and constituency relations in our awards program, so we're starting small. In the Projects category, we've included under Alumni Relations the subcategories of Programming and Events. If your area of expertise is Alumni Relations, please consider entering one of your programs or events in this category. We want to recognize our District VIII alumni relations specialists!

PUBLICATIONS CATEGORY

Judges will consider audience, objectives, content, writing, editing, design, photography, printing, and use of resources. Please state if production costs are in US or Canadian dollars.

1. Alumni Audiences

Individual publications or promotional pieces used for alumni communications or programs. Examples: publications designed for anniversary or special events, continuing education programs, and reunions.

2. Student Audiences

Individual publications and promotional folders produced for student recruitment and retention.

- (a) Student handbooks and other informational publications
- (b) Viewbooks and prospectus publications
- (c) Recruitment folders, fliers, and brochures
- (d) Catalogs

3. Donor/Prospect Audiences

Individual publications developed for prospect cultivation purposes.

- (a) Case statements
- (b) Fundraising booklets, brochures, folders, and fliers
- (c) Foundation annual reports [Annual reports for universities, schools or colleges, see category 4(a).]
- (d) Direct mail materials

4. Special Audiences/Programs

Individual publications for any audiences or programs other than alumni, development or students.

(a) Annual, semiannual or biennial reports for the institution or sub-units, including newsletters produced annually [Annual reports for foundations see category 3(c).]

(b) Exhibition and special-event publications including anniversary or centennial publications

(c) Advertising and direct mail materials

Entry Instructions

- Submit an abstract of no more than two pages outlining details specific to the categories above.
- Include two copies of each entry.
- *Do not* mount entries or include supporting materials.
- Send entries, each with a separate entry form, and one check/cheque or money order for *all* entries in that category, to the Judging Coordinator listed below. Fees are \$35 (US funds) per entry. Make checks/cheques or money orders payable to: **CASE District VIII Awards**. Please provide a separate check/cheque or money order to *each judging coordinator* for *all* entries in that category. If paying by credit card through this site (see the Payment link on the left), please advise on your entry form that you paid via credit card, and include the confirmation number and amount on your entry form.
- Please note that categories are judged in different locales. Misdirected entries cannot be considered.

Mailing Instructions

Mail entry forms, registration fees, and entry materials to arrive by November 16, 2005, to:

Jill Carnell Danseco
Public Information Specialist
Office of Advancement
University of Washington, Tacoma
Campus Box 358432
1900 Commerce St.
Tacoma, WA 98402 USA

Phone: (253) 692-4536

Fax: (253) 692-5774

E-mail: jcarnell@u.washington.edu

PERIODICALS CATEGORY

PLEASE NOTE: Entries in this category must be periodicals published *at least twice* per year. Publications published annually must be entered in the Publications category. Biannual (twice per year) publications must submit *both* issues. Quarterly publications must submit at least *three (3)* issues. Bi-monthly publications must submit at least *four (4)* issues.

5. Magazines

Magazines sent to alumni and other external audiences. Judges will consider audience, objectives, content, writing, editing, design, photography, printing, and use of resources. Please state if production costs are in US or Canadian dollars.

(a) Magazines with circulation of 5,000 or less

(b) Magazines with circulation between 5,000 and 20,000

(c) Magazines with circulation more than 20,000

6. Newsletters

Judges will consider audience, objectives, content, writing, editing, design, photography, printing, and use of resources. Please state if production costs are in US or Canadian dollars.

7. Tabloids

Judges will consider audience, objectives, content, writing, editing, design, photography, and use of resources. Please state if production costs are in Canadian or US dollars.

8. Internal Audience Periodicals

Periodicals developed for internal campus audiences.

- (a) Tabloids
- (b) Newsletters

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Mailing Instructions

Mail entry forms, registration fees, and entry materials to arrive by November 16, 2005, to:

Chris Nordfors
North River Design
1008 Western Ave. #404
Seattle, WA 98104

Phone: (206) 343-0303
Fax: (206) 343-0404
E-mail: chris@northriverdesign.com

VISUAL DESIGN, ILLUSTRATION, AND PHOTOGRAPHY CATEGORY

9. Visual Design

Design of printed publications. Judges will evaluate typography, use of color, design, format, originality, and printing quality. Prepare entries to arrive in good condition. Mailing tubes are suggested for larger pieces. Please do not laminate.

- (a) Overall publication design; printed pieces with more than one page, e.g. magazines, series of brochures, multi-page calendars, etc.
- (b) Individual publication design; pieces with no more than one page, e.g., invitations, posters, schedule cards, one-page calendars
- (c) Specialty materials design; video cassette covers, CD-ROM and DVD packaging, pocket folders, t-shirts, books, covers, awards, and certificates
- (d) Exhibits and display graphics; signage and banner materials, point-of-purchase items
- (e) Logo and brand identity graphics

10. Illustration

Individual illustrations, or a series, used in printed institutional publications and promotions. Photographs *are not judged* in this category [enhanced or altered photographs – see category 11(c)]. Judges will evaluate quality of art, originality, reproduction quality, and appropriateness of the content. Include the publication the illustration appeared in, or for displays, provide photographic evidence. For Web sites, include an active URL.

- (a) Individual illustrations
- (b) Series of related illustrations

11. Photography

Black-and-white or color photographs and digital images in print. Photos used in publications, displays, or on Web sites are eligible. Do not send original prints or slides.

- (a) Individual photographs
- (b) Series of related photographs
- (c) Photo images that have been enhanced with digital technology

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- Please note that categories are judged in different locales. Misdirected entries can not be considered.

Mailing Instructions

Mail entry forms, registration fees, and entry materials to arrive by November 16, 2005, to:

Doug Swanson
Publications Director
Portland State University

Phone: (503) 725-5041
Fax: (503) 725-4465
E-mail: swansond@pdx.edu

Mailing Address (USPS/Canada Post):

Office of Publications
Portland State University
PO Box 751
Portland, OR 97207-0751 USA

Courier/Shipping Address (UPS, FedEx, etc.):

Office of Publications
Portland State University
325 Cramer Hall
Portland, OR 97201 USA

WRITING CATEGORY

12. Features & Articles in Magazines, Newsletters, Tabloids, and Web Sites

Submit a single, printed, entry as it appeared when published. For Web sites, include an active URL.

- (a) Institutions with enrollment under 5,000 FTE students
- (b) Institutions with enrollment between 5,001 and 15,000 FTE students
- (c) Institutions with enrollment over 15,001 FTE students

13. Promotional Copy

Submit a single printed entry or series of up to three or more related pieces. Examples include brochures, advertising copy, fundraising letters or any copy used to promote the institution.

- (a) Advertising
- (b) Direct mail
- (c) Viewbooks
- (d) Brochures
- (e) Speeches
- (f) Case statements

14. News Releases

Submit a single news release or a series of up to three closely-related releases as they were produced for distribution. Do not include press clippings.

15. Periodical Team

Submit three or more articles appearing in one or more issues of a single periodical. Judges will look for

superior writing, organization, creative story ideas and development, as well as careful editing. At least two of the articles must have been written by people whose names appear in the periodical's masthead. Please clearly mark the articles to be judged within the periodicals submitted.

Entry Instructions

- Submit an abstract of no more than two pages outlining details specific to the categories above.
- Entries in this category are judged on the quality of writing, *not* on design or presentation.
- *Do not* mount entries or include supporting materials.
- Send entries, each with a separate entry form, and one check/cheque or money order for *all* entries in that category, to the Judging Coordinator listed below. Fees are \$35 (US funds) per entry. Make checks/cheques or money orders payable to: **CASE District VIII Awards**. Please provide a separate check/cheque or money order to *each judging coordinator* for *all* entries in that category. If paying by credit card through this site (see the Payment link on the left), please advise on your entry form that you paid via credit card, and include the confirmation number and amount on your entry form.
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Mailing Instructions

Mail entry forms, registration fees, and entry materials to arrive by November 16, 2005, to:

Alesha Farfus-Shukaliak
Project Manager/Writer
University Advancement - Communications
University of Lethbridge
Office A735B University Hall
4401 University Drive
Lethbridge, AB T1K 3M4 CANADA

Phone: (403) 329-2039
Fax: (403) 329-2211
E-mail: farfam@uleth.ca

PROJECTS CATEGORY

16. Public Relations

Projects or programs that involve media, community, and legislative relations, as well as programs designed for specific purposes, e.g. programs for parents, prospective students, building grand openings. Describe the problem, planning objectives, and target audience. Submit a representative sample of supporting materials, including data illustrating the effectiveness of the public relations aspects of the project. For media relations projects, include news releases, media strategies, and follow-up.

- (a) Branding and image development/identity programs
- (b) Marketing, promotions, and events materials
- (c) Communications campaigns, initiatives, and public relations materials

17. Alumni Relations

Programs and services designed to cultivate alumni interest and/or involvement with the institution. Judges will look for good planning, effective use of resources, and evidence of successful results. Include a representative sample of the communications to alumni, a goal and/or mission statement for the program, the rationale for the project, and a budget and supportive data that describes the effectiveness of the project.

- (a) Programs – travel, career services, alumni recognition
- (b) Events – special events, homecomings, reunions, educational events

18. Fundraising

Overall development/fundraising programs and campaigns. Include relevant publications; donor newsletters and fliers, response cards, acknowledgements, and campaign results. Include a statement of objectives and an assessment of how they were met. Judges will consider overall quality and impact of the project.

- (a) Branding and image development/identity programs
- (b) Capital or comprehensive campaigns

- (c) Internal campaigns
- (d) Marketing, promotions, and events materials

Entry Instructions

- Submit an abstract of *no more* than two pages that provides a complete description of the project, planning and objectives, need and usefulness of the project, and results and means for measuring success. If the project includes a video, it *must* be in VHS format. Project entries are expected to be submitted in a neat and well-organized format.
- Send entries, each with a separate entry form, and one check/cheque or money order for *all* entries in that category, to the Judging Coordinator listed below. Fees are \$35 (US funds) per entry. Make checks/cheques or money orders payable to: **CASE District VIII Awards**. Please provide a separate check/cheque or money order to *each judging coordinator* for *all* entries in that category. If paying by credit card through this site (see the Payment link on the left), please advise on your entry form that you paid via credit card, and include the confirmation number and amount on your entry form.
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Mailing Instructions

Mail entry forms, registration fees, and entry materials to arrive by November 16, 2005, to:

Rita Munzenrider
Director, University Relations
University of Montana – Missoula
Brantley Hall 327
32 Campus Dr.
Missoula, MT 59812 USA

Phone: (406) 243-4824
Fax: (406) 243-4520
E-mail: rita.munzenrider@mso.umt.edu

ELECTRONIC MEDIA CATEGORY

WEB SITE NOTE: Web sites developed for student recruitment, alumni relations, or any other institutional use are eligible for entry. Judges will evaluate content including writing, quality and use of images, sound, video, ease of navigation, interactivity, interface design, bandwidth economy, and use of resources. Judges will also consider how well various media are used in communicating institutional messages and their suitability for the intended audience(s).

Entries will be judged on-line between November 16, 2005 and January 15, 2006. Send an abstract of no more than two pages that describes the audience, objectives, and planning, along with directions to the portion(s) of your site to be considered.

19. Overall Web Site

Home page and two levels below. Navigation, architecture, design, and consistency will be considered throughout.

- (a) Student recruitment audiences
- (b) Alumni audiences
- (c) Development/fundraising audiences
- (d) Special purpose

20. Web Sub-site or Special Section

Portions of sites that utilize unique content or messaging, including electronic newsletters.

- (a) Student recruitment audiences
- (b) Alumni audiences
- (c) Development/fundraising audiences
- (d) Special purpose

21. Innovative Multimedia or Special Feature Web Site Content

Self-contained site features that utilize media such as streaming content, video, Flash, VR, Shockwave, etc.

22. Interactive Multimedia Programs

Interactive multimedia programs on CD-ROM or DVD for Macintosh and/or PC-compatibles developed for student recruitment, fundraising, or any other institutional advancement use are eligible for entry. Judges will evaluate planning and objectives, and effective use of media.

23. Video

Video programs and spots produced for any institutional advancement purpose. Judges will consider program planning and objectives, content, scripting, photography, soundtrack, editing, budget, and use of resources.

- (a) Spots and public service announcements; public service and commercial spots no longer than 60 seconds in length. Up to three related spots in a series may be submitted as a single entry
- (b) Public relations videos, slide shows, and films that are one minute or more in length
- (c) Student recruitment videos, slide shows, and films that are one minute or more in length
- (d) Fundraising and alumni relations features; videos, slide shows, and films
- (e) Video news releases; 60 seconds or less in length

24. Radio Programs

News programs, commercial spots, public service announcements, and feature programs; either as single programs or a series of up to three prepared for any institutional advancement purpose. Judges will consider objectives, content, budget, script, sound, and use of resources.

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Mailing Instructions

Mail entry forms, registration fees, and entry materials to arrive by November 16, 2005, to:

David McKelvey
Director of Web Services/New Media
Office of Communications
Willamette University
900 State Street
Waller Hall - 4th Floor
Salem OR 97301 USA

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Fax: (503) 370-6153

E-mail: dmckelvey@willamette.edu