

# cfea

## awards competition

The 2004-2005 CFEA Awards Competition promises to be the most exciting, inclusive, and constructive CFEA competition for all who participate. Be sure to review all the rules, category descriptions and mail your entries by February 14, 2005. Good luck!

—CFEA Awards Committee

### RULES

- ❑ Entries must be from paid regular members of CFEA in order to be accepted.
- ❑ Entries must have been published between January 23, 2004, and January 22, 2005.
- ❑ Only one entry per category may be submitted by each member organization.
- ❑ An entry cannot compete in more than one category within a division (i.e. the same entry cannot compete in the Cover Design category and Critics Choice category). The five divisions are writing, design, communication, content & design and special.
- ❑ A completed entry form is to be attached to each individual entry. Entries are distributed to judges in advance of judging, and each judge needs a complete set. Incomplete entries will not be considered by the judges.
- ❑ Do not embellish entries. The entries should present themselves. Affixing entries to oversized, bulky presentation boards creates problems in handling and will be rejected.
- ❑ Entries must be postmarked on or before February 14, 2004, to be eligible for judging. Incomplete or inaccurate entries will be disqualified.
- ❑ Receipt of entries: If you want to know if your entries were processed, please include a stamped, self-addressed card or envelope with your materials.

### JUDGING

In February, accumulated entries are sorted by category and checked for compliance with contest rules. News Article, News Feature Article, Human Interest Article, Personality Profile Article, Editorial Comment Article, and Greek Life Article entries are given to one panel of judges. Cover Design, Two-page or Less Layout, Feature Article Layout, Logo Design, and Critics Choice Cover entries are distributed to a second set of judges. Annual Report, Innovative Handling of Routine Material, Promotional Publication, Newsletter, Manual or Handbook and Publication Improvement entries are distributed to a third set of judges.

Overall Excellence, Story Packaging, and Innovative Handling of Routine Material entries will be judged by a fourth panel consisting of editorial and graphic design judges. Total Communications, Multimedia Presentation, Promotional Publication, Newsletter, Website, Manual or Handbook, and Publication Improvement are judged by a company specializing in communications.

Judges are asked to segregate entries in each category into an initial distribution of three groups: (1) of particular merit, (2) of good quality, (3) not of competitive quality. They are asked to rank those in the first group and to prepare comments on the entry that will explain their reasoning and basis for ranking. Later, each panel will meet to make final decisions.

### DEADLINE

Entries must be postmarked on or before February 14, 2005.

### ENTRY SUBMISSION

Send entries to: Whitney Parker Scully, CFEA Awards, Delta Gamma Fraternity, 3250 Riverside Drive, PO Box 21397, Columbus, OH 43221-0397, (614) 481-8169, whitney@deltagamma.org.

#### WRITING AWARDS

News Article  
News Feature Article  
Human Interest Article  
Personality Profile Article  
Editorial Comment Article  
Greek Life Article

#### DESIGN AWARDS

Cover Design  
Two-page or Less Layout  
Feature Article Layout  
Logo Design  
Critics Choice Cover

#### COMMUNICATION AWARDS

Multimedia Presentation  
Promotional Publication  
Newsletter  
Website  
Manual or Handbook  
Publication Improvement

#### CONTENT & DESIGN AWARDS

Story Packaging  
Innovative Handling of  
Routine Material  
Annual Report

#### SPECIAL AWARDS

Fred F. Yoder Award  
for Overall Excellence  
Banta Scholarship  
for Total Communications

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The 2004-2005 CFEA Awards Competition is sponsored by



the College Fraternity Editors Association



and the North American Interfraternal Foundation

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## writing AWARDS

### Breaking News Article

This award honors outstanding straight-forward reporting and writing for a news article. The article should be timely or have a timely angle to inform, educate, and/or advise the publication's audience. Straight news stories may be more apparent in newsletters (including electronic newsletters) and other frequently published publications. Magazine news articles generally fit into the News Feature Article category.

**JUDGING CRITERIA:** Complete, timely, and accurate coverage of the subject matter; outstanding writing; and relevance of article to the intended audience and publication. Please make sure the publication date is obvious in the publication to judge the timely dissemination of information.

**WHAT TO SUBMIT:** Entry forms (three copies); text of article—three copies attached to entry forms on plain, unadorned white paper (or entries that represent typeset copy in layout form with pictures and graphics removed will be accepted); and one copy of the article as published for use during the awards presentation.

### News Feature Article

This award honors outstanding writing and creativity in subject selection for a newsworthy topic. The article should be timely or have a timely angle to inform, educate, and/or advise the publication's audience.

**JUDGING CRITERIA:** Complete, timely, and accurate coverage of the subject matter; outstanding writing; and relevance of article to the intended audience and publication.

**WHAT TO SUBMIT:** Entry forms (three copies); text of article—three copies attached to entry forms on plain, unadorned white paper (or entries that represent typeset copy in layout form with pictures and graphics removed will be accepted); and one copy of the article as published for use during the awards presentation.

### Human Interest Article

This award honors outstanding writing and creativity in subject selection for a feature article. The article should inspire, inform, and/or entertain.

**JUDGING CRITERIA:** Innovative approach to subject matter; creative writing; and relevance of the article to the intended audience and publication.

**WHAT TO SUBMIT:** Entry forms (three copies); text of article—three copies attached to entry forms on plain, unadorned white paper (or entries that represent typeset copy in layout form with pictures and graphics removed will be accepted); and one copy of the article as published for use during the awards presentation.

### Personality Profile Article

This award honors outstanding writing and creativity in subject selection for a biographical profile of an individual. The article should inspire, inform, and/or entertain.

**JUDGING CRITERIA:** Article on an individual; innovative approach to the subject matter; outstanding and/or creative writing; and relevance of the article to the intended audience and publication.

**WHAT TO SUBMIT:** Entry forms (three copies); text of article—three copies attached to entry forms on plain, unadorned white paper (or entries that represent typeset copy in layout form with pictures and graphics removed will be accepted); and one copy of the article as published for use during the awards presentation.

### Editorial Comment Article

This award honors outstanding writing in an opinion article or letter from the editor, president or other representative. This category also includes personal columns and other opinionated writing pieces.

**JUDGING CRITERIA:** Innovation in subject matter and/or approach; efficacy in communicating the message; and creativity and quality in writing.

**WHAT TO SUBMIT:** Entry forms (three copies); text only of article/letter—three copies attached to entry forms on plain white paper or entries that represent typeset copy in layout form with pictures and graphics removed will be accepted; and one copy as published for use during the awards presentation.

### Greek Life Article

This award honors constructive, positive fraternity magazine articles about student life and the fraternity system. The articles should cover any one of the following issues: challenges facing fraternities and/or fraternity members in today's society; impact of changing campus environment on fraternities; constructive criticism of the fraternity system; role of professional and social fraternities in higher education; other areas of fraternity/student life

**JUDGING CRITERIA:** Articles will be judged on timeliness, clarity, ability to hold reader interest, writing style, conformity to stated purpose of article.

**WHAT TO SUBMIT:** Entry forms (three copies); text only of article/letter on plain white paper or entries that represent typeset copy in layout form with pictures and graphics removed will be accepted (three copies, attached to entry forms); and one copy as published for use during the awards presentation.



#### A WORD ON SIDEBARS:

Sidebars, pulled quotes and headlines may be included with writing entries. This is a change from previous rules which restricted sidebars. However, all graphics and photos must still be removed.

#### WHAT DOES FREQUENCY MEAN (for Yoder Award)?

Based on frequency:

quarterly—submit your 4 most recent issues;

3 times annually—submit your 3 most recent issues;

semi-annually—submit your 2 most recent issues; etc.

#### WHEN ARE THE AWARDS PRESENTED?

The awards are presented annually at the CFEA Annual Conference Awards Banquet.

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### design AWARDS

#### Cover Design

This award honors outstanding cover design of a magazine, newsletter, or tabloid.

**JUDGING CRITERIA:** Relevance of cover to content and purpose of publication; originality and attractiveness of design.

**WHAT TO SUBMIT:** Entry forms (three copies); and tear sheets of cover—three copies (attached to entry forms). False, wrap-around, and annual report covers are ineligible.

#### Two-page or Less Layout

This award honors creativity of article layouts of two pages or less in a magazine, newsletter or tabloid.

**JUDGING CRITERIA:** May be no more than two pages; appropriateness of layout to article content; use of type, illustration, photos in attracting reader in limited space.

**WHAT TO SUBMIT:** Entry forms (three copies); and tearsheets of layout—three copies (attached to entry forms). Be sure to include entire article.

#### Feature Article Layout

This award honors creativity of feature article layouts of more than two pages in a magazine, newsletter, or tabloid.

**JUDGING CRITERIA:** Must be at least two pages; appropriateness of layout to purpose, philosophy, and content of publication and article; unity, coherence, and organization in layout; and how well it visualizes the character of the publication.

**WHAT TO SUBMIT:** Entry forms (three copies); and tear sheets of layout—three copies (attached to entry forms). Be sure to include entire article, including jumps.

#### Logo Design

This award recognizes creativity and purpose in logo design.

**JUDGING CRITERIA:** Innovative approach to the subject matter; appropriateness to purpose; relevance to intended audience; originality and attractiveness.

**WHAT TO SUBMIT:** Entry forms (three copies); and tear sheets of logo—three copies (attached to entry forms). May include an abstract of no more than 50 words explaining the intended use of the logo.

#### Critics Choice Cover

Select what you believe has been your organization's best cover of the year. These entries will be judged by all CFEA members attending the Annual Conference. A ballot will be distributed at registration, and attendees will vote on the entries submitted and on display.

**WHAT TO SUBMIT:** Entry form and tear sheet of cover—only one copy (attached to entry form). Do not submit more than one choice of cover design. You may submit the same cover in this category and the Cover Design category.

### content and design AWARDS

#### Story Packaging

This award honors non-traditional copy writing and design to tell a story. This category looks at publications utilizing concepts of writing, editing and design that work together to produce an entire story package.

**JUDGING CRITERIA:** Innovation and creativity in the presentation and organization of a story package that goes beyond only telling a story in text. Entries will be judged in journalistic content, design presentation, and effectiveness in conveying a message.

**WHAT TO SUBMIT:** Entry forms (three copies); and tearsheets of layouts—three copies (attached to entry forms). Be sure to include entire article.

#### Innovative Handling of Routine Material

This award honors outstanding efforts in presenting required material and recognizes magazines, newsletters, and/or tabloids that find fresh ways to present this kind of information at least twice in a one-year period.

**JUDGING CRITERIA:** Must be material the publication routinely carries at least twice a year; and innovation and creativity in the presentation and organization of the required material.

**WHAT TO SUBMIT:** Entry forms (three copies); and tear sheets of material—three copies (attached to entry forms). Be sure to include entire section of routine material, including jumps.

#### Annual Report

This award honors outstanding efforts in presenting material for an annual report.

**JUDGING CRITERIA:** Innovative approach to the subject matter; relevance to intended audience; and unity, coherence, and organization of the annual report.

**WHAT TO SUBMIT:** Entry forms (three copies); and tear sheets of report—three copies (attached to entry forms). Entire magazines should only be submitted if the magazine as a whole is devoted to annual report material. Otherwise, submit only the section of the magazine which covers the annual report, if contained within the magazine. Annual reports that are separate publications may be submitted as well.



#### WHO DO I CONTACT WITH QUESTIONS?

Contact Whitney Parker Scully, awards chair, with all your questions. Whitney can be reached at 614-481-8169 or [whitney@deltagamma.org](mailto:whitney@deltagamma.org).

# communication AWARDS

## Multimedia Presentation

This award honors outstanding efforts in interface design, educational and entertainment programs, interactive product display, audio, or self-promotion-created for distribution or presentation via a CD-ROM, floppy disk, interactive kiosk, online service or video.

**JUDGING CRITERIA:** Excellence in overall presentation; creativity and innovation; and relevance of content to the targeted audience.

**WHAT TO SUBMIT:** Entry form; and one copy of the multimedia presentation with appropriate instructions. The presentation should be submitted on one of the following formats: video cassette; or Macintosh-or PCbased CD-ROM, ZIP or JAZ cartridge, 1.4 MB floppy, or DVD-ROM.

## Promotional Publication

This award honors outstanding efforts in presenting promotional material in publications other than magazines, newsletters, and/or tabloids (such as brochures, booklets, posters, etc.).

**JUDGING CRITERIA:** Innovative approach to the subject matter; relevance to intended audience; and unity, coherence, and organization of the publication.

**WHAT TO SUBMIT:** Entry forms (three copies); and three copies of same publication (attached to entry forms).

## Newsletter

This award honors outstanding efforts in presenting material in a newsletter—a publication that gives specialized information to a limited audience on a regular basis.

**JUDGING CRITERIA:** Excellence in overall presentation; creativity and innovation; nameplate/masthead; and relevance of content to the newsletter's purpose and targeted audience.

**WHAT TO SUBMIT:** Entry forms (three copies); and three copies of same issue of a single publication (attached to entry forms).

## Website

This award honors outstanding efforts in presenting material on a Web site.

**JUDGING CRITERIA:** Excellence in overall content, design, and accessibility; creativity used in presenting and organizing the material.

**WHAT TO SUBMIT:** Entry form (one copy) with Web site address noted and a printout of the Web site's front page. Please do not submit more than one Web site address. May include an abstract of no more than 25 words explaining the intended audience.

## Manual or Handbook

This award honors outstanding efforts in presenting material in a manual or handbook.

**JUDGING CRITERIA:** Excellence in overall content, organization, and design; relevance to intended audience(s); innovative approach and creative use of materials.

**WHAT TO SUBMIT:** Entry form (three copies); three copies of the manual or handbook. May include an abstract of no more than 50 words explaining the intended audience and other supporting details.

## Publications Improvement

This award honors outstanding efforts that improve an existing pub-

lication or Web site. Entry must have undergone significant change during the timeframe stated in the rules.

**JUDGING CRITERIA:** Reason for and impact of change(s); excellence in overall content and design; innovative approach and creative use of materials.

**WHAT TO SUBMIT:** Entry forms (three copies); three sets (attached to entry forms) of the old and improved publication (label publications "Before" and "After"); abstract of no more than 500 words outlining the specific improvement with details on both the new and old formats. Consider including for each: goals and objectives of the publications, how the improvements have impacted the intended audience(s), limitations, budget or expenses, etc. If entering a Web site, a complete copy of the old site should be supplied.

# special AWARDS

## Fred F. Yoder Award for Overall Excellence

This award is given for general excellence of the total publication as demonstrated in all issues of a magazine, newsletter, or tabloid published in a year.

**NOT ELIGIBLE THIS YEAR:** xxx. An organization may win once in a three-year period.

**JUDGING CRITERIA:** Relevance of the publications to their intended audience; how well the issues communicate their purpose; unity, cohesion, and organization of written and design materials; creativity, originality, and outstanding use of writing, design, and layout; and general appearance, readability, and interest from front cover, through publication, to and including the back cover.

**WHAT TO SUBMIT:** Entry forms (three copies); and three sets of all issues\* of the publication (attached to entry forms).

## Banta Scholarship for Total Communications

This award honors the best communications program by an organization directed to members and/or an outside audience for a single purpose, such as a membership campaign, convention, or other effort. The submission must include at least one publication and the publication must have been produced during the CFEA awards year. If the submission is part of a larger program, materials produced in previous years may be submitted as supporting material, but should be labeled as to which part was produced in which year.

**NOT ELIGIBLE THIS YEAR:** An organization may win once in a three-year period.

**JUDGING CRITERIA:** Must include at least one publication (magazine, newsletter, tabloid, handbook); relevance of subject and/or content; effectiveness in communicating the message; and creativity in writing, design, and layout.

**WHAT TO SUBMIT:** Entry form; and one sample of all materials in the communications program.

