



2021 CMBAM CONTEST

General Contest Rules & Information

DEADLINES

Entry Deadline: (Uploaded by) **Monday, January 25, 2021, by 7 p.m.** Central Time

Please read all the information regarding this competition.

JUDGING

All entries are judged before the start of the convention by qualified media and advertising professionals. No member of the **CMBAM board** or any **CMBAM member school** will assist in judging.

AWARDS PER CATEGORY

For all categories, we encourage our judges to award a first, second, and third-place winner. Judges may decide to award honorable mentions.

Points are awarded to a school in each category following this scale:

- **1st place:** 8 points
- **2nd place:** 5 points
- **3rd place:** 3 points
- **Honorable Mention:** 1 point

OVERALL AWARDS PER DIVISION

Categories are separated into two divisions: products and sales and marketing. The school with the highest total points in each division will receive awards for:

- Best College Media Production program
- Best College Media Sales and Marketing program

TIE-BREAKERS

Ties will be decided by the most first-place awards, followed by total awards in the Division.

DISQUALIFICATIONS

Entries improperly or incompletely prepared or uploaded will be reviewed for errors. The Member Recognition and Awards Director will attempt to correct minor errors, but rules will be strictly enforced, without exception. Failure to comply with the contest entry rules will result in disqualification from the category for which submitted.

Please refer to the individual category descriptions and rules for detailed explanations of requirements.

QUESTIONS

Categories, rules, judging criteria, and entry instructions for each category are outlined in this document. If you still have questions about the contest or your entries after reading the entry instructions, please contact CMBAM Member Recognition and Awards Director, Heather Howard, by email at awards@cmbam.org.

ELIGIBILITY

All entries must have been published or used by the college media company between Jan. 1, 2020, and Dec. 31, 2020.

All entries must have been originally developed by a current CMBAM member with contest and membership dues paid before Oct. 31, 2020. All entries must be wholly designed and produced by student staff members of the publication.

For personnel awards, nominees must have been full-time students during the time represented in their entries. Accomplishments cited in the nomination materials must emphasize the impact of the person's work at the CMBAM member college media company on or between Jan. 1, 2020, and Dec. 31, 2020. Nominees must have worked at the media company for at least three months during that time.

NUMBER OF ENTRIES:

Each category will list the number of submissions possible directly after the title of the category. If there are more submissions than the category allows, the first entries in those categories will be the submissions judged. All subsequent submissions will be discarded.

FILE SUBMISSION GUIDELINES:

- Use this naming convention for files: **category number_org name_college/university**. **DO NOT** use spaces, commas, or special characters.
- Here is a sample file name: **P1_MinnesotaDaily_UniversityOfMinnesota**

- If you are submitting multiple entries, please add an underscore and number of the entry to the name: **P1_MinnesotaDaily_UniversityOfMinnesota_1**
- All individual and general category submissions should be submitted as a single **reduced-file-size PDF**.
- Specified digital/photo category submissions should be submitted as a single **.JPG, .GIF** or **.PNG** file.
- Specified multimedia category submissions should be submitted as a URL that links to the correct file/webpage.
- Individual files should not exceed **100MB**.

CONTEST SITE:

CMBAM.org will host the contest platform. Please direct all questions regarding the contest website to Heather Howard, Member Recognition and Awards Director, at awards@cmbam.org.

AWARD DISTRIBUTION

Awards are presented at the time of the CMBAM Spring Convention. Schools registered for the convention will not incur shipping costs.

DIVISION 1 – PRODUCTS

The college media company submitting the entry must have produced the material. Materials must represent students' work in copy, layout, and design of the promotional components used in the design of the ad. Clip art, and artwork supplied by the advertiser, may be used as an art element but must have been integrated into a design concept that is the original work of the media company's staff.

CATEGORIES

P1. Best Newspaper Ad: (up to two submissions) A single display ad for an individual advertiser, other than the college media company. This category now includes both black & white and color designs of all sizes.

P2. Best Print Ad Non-Newsprint: (up to two submissions) A single display ad for an individual advertiser, other than the college media company. The ad should be printed in a publication or format other than in the newspaper. It can be a magazine ad, a flyer, a mailer, or any other printed format that isn't a newspaper. This category includes both black & white and color designs of all sizes.

P3. Best Print Ad Campaign, Paid or Self-Promotional: (up to two submissions) A series of at least three display ads in a printed publication for a single advertiser or the college media company itself. Please do not submit more than five ads in one submission.

P4. Best Self Promotion Ad: (up to two submissions) A single display ad in a printed publication promoting the college media company and/or its operations. This category includes both black & white and color designs of all sizes.

P5. Best Special Section: (up to two submissions) A freestanding section on a specific theme and/or one designed to appeal to a specific targeted audience. Examples include fashion editions, dining guides, entertainment guides, job/career guides, football or basketball previews, or year-end reviews. Do not enter living guides, back-to-school, or new student orientation issues in this category. Use categories P6 and P7 for those materials.

P6. Best Living (Renters) Guide: (single submission) A special section that promotes campus and/or off-campus housing and includes both display advertising and editorial content. The page format or paper stock may vary, but the content of the entry must be related to living in a residence hall or apartment near campus. The publication itself may be print or online, but a searchable housing site listing is not eligible.

P7. Best Back-to-School or Orientation Issue or Section: (up to two submissions) A special edition devoted to back-to-school or new student orientation that combines both display advertising and editorial content. The page format or paper stock may vary, but the entry's content must be either back-to-school or new student orientation material. The publication itself may be printed or online. Magazines or booklets such as campus directories, coupon books, phone

books, and course listing guides may not be entered into this category. Coupon books may be submitted in category P8.

P8. Best Coupon Book or App Design: *(single submission)* A coupon book or app designed and sold by the students in the college media company and distributed to students and/or community members. This category looks specifically at the design of the product and must have been designed by students during the eligibility period for this year's contest.

P9. Best Paid Design Product, Non-Self Promotional: *(up to two submissions)* A tangible product the college media company has designed for a paying client. It must be a product that is printed or produced. Examples include menus, signs or banners, T-shirts, album cover designs, art displays, billboards, stickers, flyers, etc.

P10. Best Sales Promotional Materials: *(single submission)* This entry should include fliers, newsletters, mailers, and promotional materials that were developed to support special section sales, keep in contact with clients, discuss advertising opportunities and enhance the image and corporate communications program of the college media company. This entry is limited to 10 pages in total. Example: 2 letters, 4 postcards, 4 flyers. (Please note: A front-and-back piece is counted as two pages.)

P11. Best Rate Card or Media Kit: *(single submission)* Current rate card and/or media kit. Entry can just be a rate card or can also include materials that contain details about the characteristics of your campus, your college media company and its audience, and/or the research and packaging of marketing study information for advertisers. Do not include fliers, brochures, and materials to promote products, special sections, advertising opportunities, or other materials. Use category D11 for those materials.

P12. Best Digital Display Ad - Static: *(up to two submissions)* A single online ad (of any size) for a single advertiser, other than the college media company itself, which is designed for delivery on a website or mobile app. This category is for static ads. GIF ads should be submitted in category M2.

P13. Best Digital Display Ad - Animated: *(up to two submissions)* A single online animated ad (of any size) for a single advertiser, other than the college media company itself, which is designed for delivery on a website or mobile app.

P14. Best Digital Self Promotion Ad: *(up to two submissions)* A single online ad (of any size) promoting the college media company and/or its operations, which is designed for delivery on a website or mobile app.

P15. Best Social Media Promotion: *(up to two submissions)* This entry should include a description of no more than 300 words and examples of the overall social media marketing or promotional campaign for a client or college media company.

P16. Best Video Ad or Underwriting Spot: *(up to two submissions)* A single video advertisement or underwriting spot. The video could be either used within a video broadcast or webcast, or stand-alone on a website. Please submit a link to view the video ad from a publicly available host,

such as Vimeo or YouTube. If you submit a link through your website, please ensure that it is to a static site that will serve the video every time a viewer loads the page.

P17. Best Out-of-Home (outdoor) Promotion: (up to two submissions) This entry should include a description of no more than 300 words and examples of the overall out-of-home marketing or promotional campaign for a client or college media company.

P18. Best Audio Ad or Underwriting Spot: (up to two submissions) A single audio advertisement or underwriting spot. The audio could be either used within a radio broadcast or webcast, or stand-alone on a website. Please submit a link to listen to the audio from a publicly available host. If you submit a link through your website, please ensure that it is a static site that will serve the audio every time a viewer loads the page.

P19. Best Self Promotion Audio Ad: (up to two submissions) A audio advertisement. Entry must be in audio media format promoting the college media company and/or its operations. Please submit a link to listen to the audio from a publicly available host. If you submit a link through your website, please ensure that it is a static site that will serve the audio every time a viewer loads the page.

P20. Best Self Promotion Video Ad: (up to two submissions) A video advertisement. Entry must be in video media format promoting the college media company and/or its operations. Please submit a link to view the video ad from a publicly available host, such as Vimeo or YouTube. If you submit a link through your website, please ensure that it is to a static site that will serve the video every time a viewer loads the page.

P21. Best Self Promotion Multimedia Ad Campaign: (up to two submissions) A series of ads in 3-5 media formats promoting the college media company and/or its operations. Examples of different media include printed publications, online portals, mobile apps, distribution rack signs, campus posters, street team materials, etc. Please make clear in your submission in which media the ad appeared. In addition to submitting the ads, if possible, please show the ad as it appeared to the public (such as a photo of the ad on the park bench or the street team handing out the flyer.)

P22. Best Multimedia Ad Campaign: (up to two submissions) A series of ads in 3-5 media formats for a single advertiser, other than the college media company itself, in at least two different media. Examples of different media include printed publications, online portals, mobile apps, distribution rack signs, campus posters, street team materials, etc. Please make clear in your submission in which media the ad appeared. In addition to submitting the ads, if possible, please show the ad as it appeared to the public (such as a photo of the ad on the park bench, or of the street team handing out the flyer.)

P23. Best Non-Advertisement Multimedia Project: (up to two submissions) An audio, video, or digital media project created by the student staff for a client or self-promotion is not an advertisement. Examples include music videos, movies, podcasts, web series, etc. Please submit a link to view the video project or hear the audio project from a publicly available host. If you submit a link through your website, please ensure that it is to a static site that will serve the content every time a viewer loads the page.

PRODUCTS CRITERIA

For Categories P1-P9:

Creative Strategy: Does the design target an appropriate audience? Is the ad designed to accomplish a goal? Does it present the central idea in an interesting, fresh manner? Is there something unique about the ad?

Execution: Is the design distinctive? Does it present the central idea clearly and concisely? Is the copy well written to speak persuasively to the intended audience? Does the copy hold the reader's interest? Is it free of typos and errors? Does the headline work with the art to convey a clear and compelling message? Does it contain a call to action? Is the advertiser clearly identified? Does the campaign create a consistent image? Is the graphic style consistent?

Design: Does the design follow established principles? Is the ad well balanced? Is there a dominant element that gets attention? Is it arranged to create a clear path for the eye? Is white space well used? Does the choice of typefaces and overall typography enhance the ad?

For Category P10:

Strategy: Are the materials a result of a planned effort aimed at developing a coordinated program? Do the materials reflect consistent goals and objectives? Do they target the appropriate audience?

Execution: Do the materials convey strategies that are compelling to clients? Do they present information clearly and concisely? Are they distinctive? Do the materials present useful and complete information? Do they demonstrate the value of advertising with the college media company? Are they persuasive? Is continuity maintained where appropriate? Are materials visually appealing?

Overall Rating: Does the quality of the work meet professional standards? Are they innovative? Is creativity evident in the execution of the materials?

For Category P11:

Functionality: Does the rate card contain complete information? Does it explain rates, policies, and procedures clearly? Is it user friendly? Does it present optional information that is of interest to advertisers and enhances its usefulness? Would local and national as well as commercial and non-commercial users find the information they need?

Organization: Is the information presented in a logical order? Is it easy to find specific types of data?

Design: Is the information presented in a graphically pleasing manner? Is it easy to read? Does it convey an appropriate image of the college media company?

Overall Rating: Is the overall appearance clean and well organized? Does the quality of the work meet professional standards?

For Categories P12-P23:

Creative Strategy: Does the ad or spot target an appropriate audience? Is the ad or spot designed to accomplish a goal? Does it present the central idea in an interesting, fresh manner? Is there something unique about the ad or spot? Does the ad or spot effectively use the rich media available?

Execution: Is the ad or spot distinctive? Does it present the central idea clearly and concisely? Is the language well written to persuasively address the intended audience? Does the language hold the audience's interest? Is it technically well produced? Does the language work with the images and/or audio to convey a clear and compelling message? Does it contain a call to action? Is the client identified? Does the campaign use a consistent visual or audio identity? Is the visual or audio style consistent?

Appearance: Is the ad or spot aesthetically appealing? Are there effective media that demand attention?

DIVISION 2 — SALES & MARKETING

The college media company submitting the entry must have produced the material. Materials must represent the work of students in copy, layout and design of the promotional components used in building the ad. Clip art, and artwork supplied by the advertiser, may be used as an art element but must have been integrated into a design concept that is the original work of the media company's staff.

CATEGORIES

S1. Best Sales Proposal: (up to two submissions) This entry should include a description of a sales proposal that was put together for a particular customer. The pitch is the idea, rate structure, recommended products and even the words that the sales rep used to convince a customer to sign a contract, upgrade their advertising, or try a new product or concept.

The entry should begin with a statement of no more than 300 words in length that summarizes the proposal. The entry should then include the materials used to support or sell the pitch, such as an ad schedule, product sell sheets, proposal packet, etc. Videos may not be included. The entry is limited to 5 pages in total. Please include details of this pitch's results.

S2. Best New Idea: (single submission) "Innovation" can cover a very broad range of meaning. You may have a new product, ancillary operation, special section, selling strategy, or training program, all of which may be innovative.

The outcomes and results of each innovation may be different. Make sure you include how results are measured and what they were. Also, include what you set as your goal when you set out to implement this innovation. Did you or did you not reach that goal? In sum, make sure you explain your innovation, the goals, the execution, and the results.

The entry should begin with a statement of no more than 300 words in length that summarizes the innovation. The entry should then include the materials used to support or give additional context, such as photos, testimonials, data, etc. Videos may not be included. The entry is limited to 5 pages in total.

S3. Best Non-Traditional Revenue-Generating Operation: (single submission) A revenue-creating operation within the college media company that is not primarily centered around the media properties your organization produces.

Examples of ancillary operations include photo booths, design services for things other than advertisements, web production for outside clients, writing or editing custom content for paying clients, renting golf carts to clients, selling caps and gowns, video production for commercial clients, T-shirt production, etc. This category is for operations your company profits from but is not for individual freelance jobs in which your staff engages.

Please write a summary explaining your ancillary operation in no more 300 words. You may include up to three pages of supporting materials (photos, fliers, etc.).

S4. Best Sales Incentive Program: (up to two submissions) This entry should include a description of the incentive program established for a college media company's sales team. This category is for the best single, specific incentive program, not the best general compensation plan.

The entry should begin with a statement of no more than 300 words in length that details how the program works and summarizes the goal(s) and especially the *outcomes* of the program. Supporting materials should be limited to 5 pages. Supporting documents may include examples, office signage, pictures, charts or other items used to execute the program. (Front-and-back pieces are counted as two pages.)

S5. Best Sales Strategy for a Special Section: (up to two submissions) This entry should detail the efforts and/or incentive program designed to sell a specific stand-alone publication or section published no more than once per semester or twice per year.

The entry should begin with a statement of no more than 300 words in length that details the sales strategy, including clients targeted as well as sales goals and outcomes. Supporting materials should be limited to 5 pages. Supporting materials may include sales/distribution materials, ad campaigns, training materials, etc. Judges want to see how you drove your market to your special section and your strategy to generate revenue. Strategies that are designed or implemented primarily by professional staff are ineligible – only student-led efforts qualify. (This does not preclude professional staff from supporting the students in an appropriate role of education and/or advice.)

The special section must have been printed between January 1, 2020 and December 31, 2020.

Materials being submitted are:

- Brief statement of no more than 300 words
- Official run sheet
- Pricing sheets/fliers
- Link to special section if available

The official run sheets should include advertisers, ad sizes, prices, and total sales of the entire special section.

S6. Best Single Digital Sales Promotion: (up to two submissions) This entry should detail the efforts and incentive program designed to generate digital revenue for a specific digital product.

The entry should begin with a statement of no more than 300 words in length that details how the promotion works and summarizes the goal(s) and outcomes of the promotion. Supporting materials should be limited to 5 pages. Supporting materials may include sales/distribution materials, ad campaigns, training materials, etc. Judges want to see how you drove your market to this digital product and what revenue it generated.

S7. Best Seasonal Sales Promotion: (up to two submissions) This entry should detail the efforts and incentive program designed to sell one seasonal promotional offer. Examples include a March

Madness promotion, a holiday-themed promotion, or some other promotion tied to a particular season or time of year.

The entry should begin with a statement of no more than 300 words in length that details the promotion and summarizes the goal(s) and outcomes of the promotion. Supporting materials should be limited to 5 pages. Supporting materials may include sales/distribution materials, ad campaigns, training materials, etc. Judges want to see how you drove clients to the promotion and what revenue it generated.

Strategies that are designed or implemented primarily by professional staff are ineligible – only student-led efforts qualify. (This does not preclude professional staff from supporting the students in an appropriate role of education and/or advice.)

S8. Best Self Promotional Website: (single submission) Current promotional website, or digital media kit that promotes student media on your campus and the products offered to reach your audience. This entry should NOT be a PDF of your printed rate card or media kit. A PDF of a printed rate card will not be accepted. This category is for an independent, online version of your rates, products and information about your organization. Do not include fliers, brochures, and materials to promote products, special sections, advertising opportunities, or other materials.

S9. Best Special Event: (up to two submissions) This entry should include a description of the planning and execution of an event or promotion created by the college media company to increase audience size, generating revenue, creating goodwill, and/or raising community awareness of the media company and its related products. Events planned primarily by professional staff are ineligible – only student-led events qualify for this category. (Examples include Audience Outreach, Promotional Contest, Tailgate Party, Fair, Festival, Launch Party, Expo, etc.) Virtual events are allowed in this category.

The entry should begin with a statement of no more than 300 words in length that summarizes the event plan and how it was promoted. The entry must include relevant metrics to show the positive outcomes of the event (attendance goals/actuals, sales goals/actuals, registrations, donations, etc.). The entry should also include a schedule or timeline of the details included in the promotional event. The total entry should be no more than 10 pages in length. (A front-and-back piece is counted as two pages.)

S10. Best Self Marketing or Promotion Plan: (single submission) This entry should include a description of the overall marketing or promotional program established at the college media company to increase audience size, community awareness, etc. This category is specifically for the best whole program, not one specific project. This category is designed to judge your media company's marketing objectives, plans, and results overall.

The entry should begin with a statement of no more than 300 words in length that summarizes the plan. The entry should also include a schedule of promotional events, campaigns and measurement of success (what are your KPIs, did you achieve your goals?). Plans created or executed primarily by professional staff are ineligible – only student-led efforts qualify for this category. The total entry should be no more than 10 pages in length. (A front-and-back piece is counted as two pages.)

S11. Best Sponsored Content or Native Advertising: (up to two submissions) Advertorial content written or produced on behalf of a client runs in one of the college media company's properties. Eligible entries MUST be clearly labeled as "paid advertisement" or with a similar disclaimer. Submit a link or PDF of the content as it appeared to your audience.

S12. Best Self-Branded Promotional Giveaway: (up to two submissions) This is for a single item, and includes anything used to promote or raise awareness of your college media company. Examples can include T-shirts, notebooks, koozies, pens, or any other material with your media company's branding meant to be given to members of the community. Promotional items may also contain logos of co-sponsors, but it must have been made primarily to promote your college media company.

Please submit a digital photograph of the promotional item.

S13. Best Social Media Strategy: (single submission) This entry should include a program description using social media to increase engagement and exposure for the college media company.

The entry should begin with a statement of no more than 300 words in length that details how the program works and summarizes the program's goal(s) and outcomes. Supporting materials should be limited to 5 pages. Supporting materials may include strategic goals, implementation plans, training materials, quantifiable results, etc. Judges want to see how you drove your market to your social media properties.

S14. Best Guerrilla Marketing Strategy/Program/Event: (single submission) Guerrilla marketing is often ideal for small businesses that need to reach a large audience without breaking the bank. This alternative advertising style relies heavily on unconventional marketing strategy, high energy, and imagination.

Guerrilla Marketing is about taking the consumer by surprise, making an indelible impression and creating copious amounts of social buzz. Guerrilla marketing is said to make a far more valuable impression with consumers in comparison to more traditional forms of advertising and marketing. This is due to the fact that most guerrilla marketing campaigns aim to strike the consumer at a more personal and memorable level.

This entry should include a written description of the Guerrilla's marketing tactics for one local or national advertiser on your campus. The entry should begin with a statement of no more than 300 words in length that details how the program works and summarizes the Guerrilla marketing program's goal(s) and outcomes.

Supporting materials should be limited to 5 pages. Supporting materials may include strategic goals, implementation plans, training materials, quantifiable results, etc. Judges want to see how you executed a Guerrilla Marketing program to increase the brand for one customer.

S15. Best Staff Recruitment Strategy/Campaign: (single submission) This entry should include a description of a strategy and/or campaign used to recruit staff members to work at the college

media company. Examples could consist of: open houses, role-playing, street teaming, special events, etc.

The entry should begin with a statement of no more than 300 words in length that details how the program works and summarizes the program's goal(s) and outcomes. Supporting materials should be limited to 5 pages. Supporting materials may include strategic goals, implementation plans, advertisements, emails, job postings, event photos, applications, etc.. Judges want to see how you found student employees to work at your media company.

SALES & MARKETING CRITERIA

For Category S1:

Outcome: Was there an increase in total sales for this client due to the sales pitch? Were you able to work effectively with the advertiser's budget? Were SPEC ads, market information, and discounts included?

For category S2:

Concept & Strategy: Is the idea innovative? Does it in some way make the organization more successful?

Outcome: Was there an increase in total sales or some other measure of success? Did the organization set a goal for the innovation, and did the innovation help the organization achieve its goal?

For Categories S3:

Execution: Did the operation fill a need in the market? Did it create new revenue for the organization? Is there evidence that the operation successfully served its target clients?

For Category S4:

Concept & Strategy: Is the program easy to understand and execute? Does it motivate the sales reps to sell more? Did the college media company produce additional revenue through the program? Did the sales staff respond well to the program? Was the team excited about the program? Is there a mechanism to know where one stands during the course of the program?

For Category S5:

Concept & Strategy: Did the special section target an underserved market? Did the sales staff focus its sales strategy toward the correct clients. Did the special section generate revenue? How did the college media company incentivize or otherwise encourage sales?

For Category S6:

Concept & Strategy: Was the strategy well organized? Did you reach your goal? Was there an increase in traffic? Was there an increase in revenue? What marketing and sales efforts were used to maximize the plan?

For Category S7:

Concept & Strategy: Did the special section target an underserved market? Did the sales staff target its sales strategy toward the correct clients. Did the special section generate revenue? How did the college media company incentivize or otherwise encourage sales?

For Category S8:

Functionality: Is the website easy to navigate? Does it contain complete information? Does it explain rates, policies and procedures clearly? Is it user friendly? Does it present information that is of interest to advertisers and enhances its usefulness? Would local and national as well as commercial and non-commercial users find the information they need?

Organization: Is the website's information presented in logical order? Is it easy to find specific types of information?

Design: Is the information presented in a graphically pleasing manner? Is it easy to read? Does it convey an appropriate image of the college media company?

Overall Rating: Is the overall appearance clean and well organized? Does the quality of the work meet professional standards?

For Category S9:

Execution: Was the plan detailed and organized properly? Did the event accomplish the appropriate goals?

For Category S10:

Concept & Strategy: Does the promotion select and address an audience? Does it effectively serve its audience? Was it designed to gain additional advertising rather than merely move scheduled ads from one section to another?

Execution: Is the promotion well organized? Are the ads appropriate to its theme? Are ads and section components free of typos and errors? Is there visual continuity? Are white space, screens, and other elements used to contribute texture and interest to the promotion's overall appearance?

Overall Rating: Is the overall appearance attractive? Is the idea behind the promotion innovative or fresh? Is the promotion creative in the way it presents advertising? Does the development appear to serve both advertisers and readers well?

For Category S11:

Strategy: Is the content produced to professional standards? Is the content clearly marked or labeled as a paid advertisement? Did the sponsored content increase revenue for the college media company?

For Category S12:

Strategy: Is the material creative? Does it prominently promote the college media company's brand? Does the giveaway have an inherent value that would encourage its continued use by members of the community?

For Category S13:

Strategy: Was the strategy well organized? Did you reach your goal? Was there an increase in traffic? Was there an increase in revenue? What marketing and sales efforts were used to maximize the plan?

For Category S14:

Strategy: Is the program useful and creative? Did the idea effectively identify external sources of revenues?

Execution: Did the plan increase the college media company's revenues from non-advertising sources? Is it a well-organized plan? Was it a well-executed plan? Is the plan fresh and innovative?

For Category S15:

Strategy: Is the campaign effective and creative? Is it targeted to reach an audience who is likely to apply? Has the organization chosen effective means to transmit the message to reach the most people possible?

Execution: Is the campaign designed creatively? Will it attract the attention of potential staff members? Is it memorable? Is it easy to follow?

Overall Rating: Is the campaign sustainable? Does the campaign result in success in hiring?

COLLEGE MEDIA COMPANY OF THE YEAR

College media company of the year: This category is a sweepstakes-type category and no additional entry is necessary. Every school submitting an entry/entries to the contest are automatically entered into consideration for this award. There is only one winner.

Points are awarded to a school in each category following this scale:

Honorable Mention: 1 point

3rd place: 3 points

2nd place: 5 points

1st place: 8 points

Points will be awarded to a school in each category based upon the judging results and divisional program winners. Each school's points will be totaled, and the highest point total will be named "College Media Company of the Year." In the event of a tie, the school with the most "first place" awards will win. If a tie persists, the school with the most second-place awards will win.

FILE SUBMISSION GUIDELINES:

- Use this naming convention for files: **category number_org name_college/university**. **DO NOT** use spaces, commas, or special characters.
- Here is a sample file name: **P1_MinnesotaDaily_UniversityOfMinnesota**
- If you are submitting multiple entries, please add an underscore and number of the entry to the name: **P1_MinnesotaDaily_UniversityOfMinnesota_1**
- All individual and general category submissions should be submitted as a single **reduced-file-size PDF**.
- Specified digital/photo category submissions should be submitted as a single **.JPG, .GIF** or **.PNG** file.
- Specified multimedia category submissions should be submitted as a URL that links to the correct file/webpage.
- Individual files should not exceed **100MB**.

ONCE AGAIN, QUESTIONS?

Email: Heather Howard, Member Recognition and Awards Director, at: awards@cmbam.org