



2021 CMBAM INDIVIDUAL AWARDS & SPECIAL RECOGNITIONS

General 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.

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

For Individual 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 Individual Awards category allows for only one entry per eligible organization. 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 awards submissions should be submitted as a single **reduced-file-size PDF**.
- 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.

CATEGORY: IND1 - BEST DESIGNER

Best Designer: (single submission) This category includes any student staff member who creates original artwork for in-house advertising and marketing materials, client campaigns and special section layout and design.

Materials for this entry must appear in the following order:

1. A letter of nomination or recommendation (2 page maximum) from TWO of the following: (1) a nominating manager or adviser; (2) a peer staff member; or (3) a full-time professional staff or faculty member; or (4) a design client.

NOTE: There should be no more than two letters of recommendation TOTAL.

2. A portfolio should be included following the letter section. It should include up to 10 samples of work. (Each individual ad counts as one "sample".) Examples could include print or web ads or ad campaigns designed for the student media company or paid customers, sales and marketing materials, promotional items and rate cards/media kits.
3. If submitting an ad or campaign, submit it in the form of tear sheets. Mark the ad (using Photoshop or Acrobat) on the page using arrows or something to indicate to the judges the specific ad being judged. Web ads should be uploaded as gif or jpg files.
4. Please include a high-resolution photograph of the candidate.

CRITERIA For Category IND1:

Achievement: Does the nominee show versatility in working with various clients/products? Did the nominee create unique advertisements for the media company or other products? Does it clearly distinguish the individual as one who merits being recognized with a top national award?

Creative strategy: Do the portfolio samples target an appropriate audience? Are they designed to accomplish a goal? Individually, do they present a central idea in an interesting, fresh manner? Is there something unique about each piece?

Advertisement design: Is the design well balanced? Is there a dominant element that gets the reader's attention? Do campaigns create a consistent image? Is white space well used? Does the choice of typefaces and overall typography enhance the ad?

Sales & marketing material design: Is the information presented in a graphically pleasing manner? Is the piece easy to read? Does it portray an appropriate image of the media company? Is the overall appearance clean and well organized?

Interaction: Did the nominee establish strong professional relationships with clients and co-workers? Did the nominee exhibit good leadership skills? Did the nominee help others solve problems and perform job responsibilities? Did the nominee have a positive attitude?

CATEGORY: IND2 - BEST SALES REPRESENTATIVE

Best Sales Representative: (single submission) This category includes any student staff member who interacts with clients or customers with the intent to generate revenue through advertising sales.

Materials for this entry must appear in the following order.

1. A letter of nomination or recommendation (2-page maximum) from ONE of the following: (1) a nominating manager or adviser; (2) a peer member; or (3) a full-time professional or member.
2. A letter of nomination or recommendation (2-page maximum) from a customer.
3. **NOTE:** There should be no more than two letters of recommendation TOTAL.
4. A statement of the personal selling philosophy written by the nominee (2-page maximum).
5. An appendix should follow the letters and statement sections and should contain a brief job description, sales records, including current sales as compared to the previous year and quota/goal for the current year, examples of work, a resume and any additional information that illustrates achievements. It should provide a quick review of the quality of work and achievements. The appendix may contain no more than 10 pages total. (A front-and-back piece is counted as two pages.)
6. Please include a high-resolution photo of the candidate.

CRITERIA For Category IND2:

Achievement: Did the nominee increase revenues in his/her territory? Did the nominee bring new clients to the media properties? Did the nominee consistently contribute to special selling efforts? Did the nominee seek to reactivate inactive advertisers? Did the nominee seek out additional training and self-development opportunities?

Territory management: Did the nominee consistently follow-up? Did the nominee routinely present market information? Did the nominee plan advertising programs and campaigns? Was the nominee able to balance academic and professional performance? Did the nominee plan and organize coverage of the territory? Did the nominee keep complete records of activity within the territory?

Interaction: Did the nominee establish strong professional relationships with clients and co-workers? Did the nominee exhibit good leadership skills? Did the nominee have a positive attitude? Did the nominee go beyond the requirements of the job?

Innovation: Did the nominee implement new ways to solve problems and realize opportunities? Did the nominee introduce innovations that enhance operations or increased personal productivity?

Personal philosophy: Does the nominee recognize and express a commitment to performance consistent with professional standards? Is the statement of philosophy well written and articulate? Does it indicate an understanding of professional selling and advertising?

CATEGORY: IND3 - BEST SALES/OPERATIONS MANAGER

Best Student Sales/Operations Manager: (*single submission for each title*) This category includes any student staff member who manages a sales team/department and who interacts with clients or customers with the intent to generate revenue through advertising contracts and insertion orders.

Materials for this entry must appear in the following order:

1. A letter of nomination or recommendation (2-page maximum) from TWO of the following: (1) a member of the sales/business staff; (2) a student management peer; or (3) a full-time professional or faculty member.

NOTE: There should be no more than two letters of recommendation TOTAL.

2. A statement of management philosophy written by the nominee (2-page maximum).
3. An appendix should follow the letters and statement sections and should contain a brief job description, staff productivity records, including sales numbers as compared to the previous year and quota/goal for the current year, examples of work, a resume and any additional information that illustrates achievements, managerial ability and philosophy. It should provide a quick review of the quality of work and achievements. Special attention should be given to items and metrics that prove *results* achieved by and because of the candidate. The appendix may contain no more than 10 pages total. (Front-and-back pieces are counted as two pages.)
4. Please include a high-resolution photograph of the candidate.

CRITERIA For Category IND3:

Achievement: Did the nominee design programs that lead to increased revenues and/or reduced costs? Did he/she/they seek out self-development/training opportunities?

Management: Did the nominee conduct/initiate programs to support the training and development of other staff members? Did the nominee routinely coach individuals on staff to build improved performance? Was the nominee willing to play a key role in problem solving? Did the nominee balance academic and professional performance? Did the nominee structure activities based on a planning effort that established clear goals and objectives and that followed a timetable?

Interaction: Did the nominee establish strong professional relationships with other staff members? Did the nominee exhibit good leadership skills? Did the nominee help others solve problems and perform job responsibilities? Did the nominee frequently go beyond the requirements of the job?

Innovation: Did the nominee implement new ways to solve problems and realize opportunities? Did the nominee introduce innovations that enhance operations or increased personal productivity? Did the nominee develop any new special sections or selling opportunities?

Personal philosophy: Does the nominee recognize and express a commitment to performance consistent with professional standards? Is the statement of philosophy well written and articulate? Does it indicate an understanding of managing people? Does it reflect a genuine concern for clients, the media company and co-workers?

CATEGORY: IND4 - BEST PR OR MARKETING MANAGER

Best Public Relations or Marketing Manager: *(single submission)* This category recognizes the student manager most responsible for promoting the media organization to outside communities, managing relationships with external publics, and/or creating promotional and sales materials. Materials for this entry must appear in the following order.

1. A letter of nomination or recommendation (2-page maximum) from TWO of the following: (1) a nominating manager or adviser; (2) a peer member; or (3) a full-time professional or member.

NOTE: There should be no more than two letters of recommendation TOTAL.

2. A brief summary marketing plan explaining the strategic branding and marketing efforts undertaken in the previous year. Please include targeted communities, strategic aim, and any tangible or measurable results from this plan. Please limit this section to 3 pages.
3. An appendix should follow the letters and plan, and should contain a brief job description, examples of public relations or marketing materials, a resume and any additional information that illustrates achievements. It should provide a quick review of the quality of work and achievements. The appendix may contain no more than eight additional pages. (A front-and-back piece is counted as two pages.)
4. Please include a high-resolution photo of the candidate.

CRITERIA for Category IND4:

Achievement: Did the nominee successfully promote the organization or improve relationships with an external public? Did the nominee contribute to the successful operation of the overall organization? Did the nominee seek out additional training and self-development opportunities? Did the nominee create materials used to promote the organization?

Interaction: Did the nominee establish strong professional relationships with external publics and co-workers? Did the nominee exhibit good leadership skills? Did the nominee have a positive attitude? Did the nominee go beyond the requirements of the job?

Innovation: Did the nominee implement new ways to solve problems and realize opportunities? Did the nominee introduce innovations that enhance operations or increased personal productivity?

Personal philosophy: Does the nominee recognize and express a commitment to performance consistent with professional standards? Is the statement of philosophy well written and articulate? Does it indicate an understanding of marketing and/or public relations? Does it reflect a genuine concern for external publics, clients, the media company and co-workers? Does it clearly distinguish the individual as one who merits being recognized with a top national award for public relations and marketing?

CATEGORY: IND5 - MULTIMEDIA CONTENT CREATOR

Best Multimedia Content Creator: (single submission) This category includes any student staff member who creates content for the Media Company's business team. The content can be for a client, to generate revenue or for self-promotion.

Materials for this entry must appear in the following order:

1. A letter of nomination or recommendation (2 page maximum) from TWO of the following: (1) a nominating manager or adviser; (2) a peer staff member; or (3) a full-time professional staff or faculty member; or (4) a design client.

NOTE: There should be no more than two letters of recommendation TOTAL.

2. A portfolio should be included following the letter section. It should include links to up to 10 samples of work. (Each individual project counts as one "sample".) Examples could video advertisements, audio advertisements, multimedia presentations, music videos, movies, podcasts, web series, etc.
3. Please submit links to view the video projects or hear the audio projects from a publicly available host. If you submit links through your website, please ensure that they are to a static site that will serve the video every time a viewer loads the page.
4. Please include a high-resolution photograph of the candidate.

CRITERIA For Category IND5:

Achievement: Does the nominee show versatility in working with various clients/products? Did the nominee create unique advertisements for the media company or other products? Does it clearly distinguish the individual as one who merits being recognized with a top national award?

Creative strategy: Do the portfolio samples target an appropriate audience? Are they designed to accomplish a goal? Individually, do they present a central idea in an interesting, fresh manner? Is there something unique about each piece?

Campaign design: Is the multimedia well balanced? Is it engaging and quickly grabs the viewer's attention? Do multimedia campaigns create a consistent image? Does the choice of style elements and audio choices enhance the consistency and recognizability of the campaign?

Sales & marketing material design: Is the information presented in a graphically pleasing and logical manner? Is the piece easy to listen to or watch? Does it portray the appropriate personality/brand of the media company? Is the overall execution clean, clear and well organized?

Interaction: Did the nominee establish strong professional relationships with clients and co-workers? Did the nominee exhibit good leadership skills? Did the nominee help others solve problems and perform job responsibilities? Did the nominee have a positive attitude?

CATEGORY: SR1 - BEST NEW MEMBER BUSINESS PROGRAM

Best New Member Business Program: *(single submission)* This category includes member organizations who have been part of CMBAM for at least two consecutive years but fewer than five years.

Materials for this entry must appear in the following order:

1. A statement of how the program has taken information learned as part of the CMBAM organization and convention programming to improve results in sales, design, management, public relations, marketing, or multimedia.

Statement must be at least one but no more than two pages long. Statement should cite specific results, outcomes, or ideas generated from CMBAM membership, whether derived from convention, workshops, listserv, personal consultations, panel discussions, information exchange, or any other facet of CMBAM.

2. An Appendix should follow the statement and rate cards and contain examples of work showing how CMBAM membership has affected the program. Examples could include rate cards/media kits, design work, new special sections, run sheets comparing several years, links to ads or websites, or anything else that provides a quick review of the work and achievements mentioned. Examples should be combined into a single document and should not exceed 10 pages.

CATEGORY: SR2 - BEST COVID-19 RESPONSE PLAN

Best COVID-19 Response Plan: (single submission) This entry should detail the efforts and/or business strategies that your media organization used to generate revenue and/or assist clients in reaching their target audience during COVID-19.

Did you create a new product to help clients reach customers during the pandemic? Did you adapt a current product to meet the new needs of your audience or your customers? Did you change ad prices or create new bundles for local businesses to help them reach your students at a price they could afford? Tell us what you did to help your organization and/or your clients during a time of financial crisis.

The entry should begin with a statement of no more than 300 words that details the strategy or strategies, including actions taken and reasoning behind them.

Supporting materials or examples should be limited to 5 items. Supporting materials or items may include sales/distribution materials, ad campaigns, marketing emails, and/or any publications created specifically for generating revenue, etc. Judges want to see how you pivoted your operation to deal with an unprecedented situation. 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 strategies must have been conceived between January 1, 2020 and December 31, 2020.

Materials for this entry must appear in the following order:

1. Brief statement of no more than 300 words
2. Up to five items of supporting documentation and/or examples
3. If you created a publication, include a link to the online or pdf version. This will count as one of your five items of supporting material.