

CASE-K AWARDS 2001

	CASE-K Awards 2001	CASE-K Awards 2002
<i>Notification Mailing to all members</i>	8/20/01	6/01/02
<i>Email Reminders</i>	9/15/01	7/20/02, 8/20/02
<i>Entry Deadline</i>	10/01/01	9/01/02
<i>Entry must have been produced between</i>	11/01/99-6/30/01 (3 semesters instead of just 2)	07/01/01-6/30/02
<i>Awards Judging</i>	10/01/01-11/15/01	9/10/02-11/01/02
<i>Announcement letters to all entrants, Thank you letters to judges</i>	11/20/01	11/15/02
<i>Announce winners at CASE-K Conference</i>	12/13-14/01	12/05-06/02

I. **TOTAL PROGRAMS:** Seek to recognize excellence in the development and management of institutional advancement programs. They place emphasis on planning, execution, and evaluation of results.

- A. Institutional Relations Programs
- B. Public Affairs Programs
- C. Internal Communications Programs
- D. Publications Programs
- E. Total Educational Fundraising Programs
- F. Overall Alumni Relations Programs

II. **SPECIFIC PROJECTS/EVENTS:** *Single or on-going project designed to introduce or support a specific program, event, or institutional priority.*

- A. Institutional Relations Projects
- B. Fund-Raising Projects
- C. Alumni Relations Projects
- D. Media Relations Projects

III. **PRINTED PUBLICATIONS:** *A series counts as one entry.*

- A. Student Recruitment
- B. Direct Mail
- C. Paid Advertisements
- D. Institutional Publications
- E. Annual Reports
- F. Fund-Raising
- G. Tabloids/Newsletters
- H. Tabloid/ Newsletters Publishing Improvement
- I. Magazines
- J. Magazines Publishing Improvement

IV. **NEWS AND FEATURE WRITING:** *Staff-written articles*

- A. Excellence in Feature Writing
- B. General News Story or Series
- C. Feature Story or Series

V. **AUDIOVISUAL COMMUNICATIONS**

- A. Television, Video News Releases, Films and Videotapes (submit on VHS)
- B. Slide and Multimedia Programs (includes CDs)
- C. Radio Programs and Announcements (submit on audio cassette)