

## **Maroon & Gold Awards 2008 Script**

*[All the presentation announcements are taken directly from comments made by the judges on judging day: this is what they said about why they chose the winners!]*

### ***ELECTRONIC MEDIA***

SARA: 19 entries in 4 areas were submitted this year in the Electronic Media category. Topics ranged from discovery to tragedy, from light-hearted entertainment to detailed education, in formats spanning the scope of electronic communication. And from that fierce competition, our judges selected these winners.

WILLIAM: This **electronic video** impressed the judges with its lighthearted treatment and ability to make them laugh at and get involved with something that might otherwise be easy to ignore.

SARA: And the Maroon Award winner is ***Luuuuuuuuunch*** brought to you by **Student Unions and Activities**. Please stand to receive your awards!

SARA: Our Maroon Award winner for **audio content** brings discovery to the public. Judged to appeal to young people interested in science, this entry gives people a slower-paced opportunity to hear the whole story.

WILLIAM: And the winner is ***Speaking of Science from the College of Food, Agricultural and Natural Resource Science***. Everyone involved, please stand!

WILLIAM: This year's **Web site** entries were diverse and impressive. When choosing the Maroon Award winner, our judges cited the superb design and fresh transitions of a site that clearly stays within the guidelines of University style. Given the content, they said the clean visuals clearly impart the feeling of a clean environment.

SARA: This year's Maroon Award goes to **The Institute on the Environment for their organization's Web site**. IonE team, please stand!

SARA: And now, for the Gold Award in the category of Electronic Media. This submission represented to our judges an unmatched achievement this year in electronic communication. With a professional, well-produced design, the entry not only packs an emotional punch that pulls the audience in, but it feels unscripted and well-represented by the subjects affected.

WILLIAM: And this year's **Gold Award** for excellence in Electronic Media goes to the **Research and Training Center on Community Living, for the video *Higher Ground***. Please stand to receive your award.

## ***WRITING***

WILLIAM: Six different areas in the Writing category produced 23 entries from across the university. This year our judges viewed entries in plain text where appropriate, to better concentrate on the quality and style of the words in front of them, regardless of packaging or design.

SARA: The single area where design becomes tied to the context of the words within is, of course, promotional writing. Copy for an ad, for instance, often makes little sense without the visual elements to tie it together. This year's **promotional writing** winner engaged the judges from the start and kept them interested throughout with excellent writing and high-quality design.

WILLIAM: And the Maroon award winner is *Department of Computer Science and Engineering: 40 Years of Excellence*, from the **Department of Computer Science and Engineering**.

WILLIAM: It can be hard to hold an audience's attention long enough to educate, but one entry in the educational writing this year did just that, full of information presented with a variety of styles that kept the judges reading.

SARA: This year's Maroon Award winner for **Instructional Writing** is **The Center for Development of Technological Leadership for *Technological Leadership* Newsletter**.

SARA: In an area where it can be all too easy to fall into the tedium of templates and formatting, this **Press Release** caught the judges' attention with fun writing and zippy prose.

WILLIAM: Picked up by various media outlets, the winner of this year's Maroon award is the **Department of Computer Science and Engineering** for **"UM Researchers reveal new findings about Wikipedia authorship and vandalism."**

WILLIAM: This year's Maroon award winner for **Short Feature** writing blew the judges away with its engaging tone, fresh perspective and great quotes.

SARA: And the winner is "**A Feast of Love on the Big Screen,**" from **University Relations.**

SARA: The winner for the 2008 Maroon award for **Long Feature** writing makes science accessible with the tone of an essay. Tying research and history into a current story gave our judges a feeling of scope, up to an ending quote they loved.

WILLIAM: And the winner is "**Rust Never Sleeps,**" from the **College of Food, Agricultural and Natural Resource Sciences.**

WILLIAM: This year's **Gold Award** for the writing category is compelling, with an excellent voice and a fantastic ending. One judge cited in particular a great use of lively verbs that make the feature spring to life.

SARA: And the winner that set this year's Gold standard in communications writing at the university is "**From Tanzania to U,**" from the **Department of Computer Science and Engineering.**

**MARGO**

INGRID: The Communicators Forum is full of talented, creative professionals who face a variety of challenges communicating with many different audiences. The one thing that links us all is that we serve, first and

foremost, on behalf of a university, which means we have quite a lot to say, but not always the funds to say it the way we'd like. This is why each year we bestow the **Margo Award** on one of our departments in recognition of a particularly elegant solution to that problem.

This year's recipient designed a magazine that used its inexpensive, environmentally responsible paper to create a friendly, welcoming publication. With a broad audience to satisfy, they didn't sacrifice art or content to produce an entire book for 83 cents apiece.

The submission judged to produce the most bang for its buck this year is the **Fall 2007 issue of *Connect*, from the College of Education and Human Development.**

### ***PRINT***

SARA: The Maroon and Gold Awards boasted a record 43 entries this year in the Print category, ranging seven subcategories from single print ads to books to enormous installations.

WILLIAM: And in a contest with such a variety of unique submissions, it seems only fitting that the smallest winner comes from the multiple-sheet print category. It's edgy, but friendly, and perfect for the target audience.

SARA: And the winner of the Maroon Award in the **multiple-sheet print** category is the book that fits in your pocket, the **Spark Festival Program Book, from the School of Music.**

SARA: From many pages to just one, the next Maroon winner brings great visuals and great value to a single sheet, fitting complex information into a small space while keeping the audience interested and engaged.

WILLIAM: And the Maroon Award winner for **single-sheet printing** is *Discovering the Next Generation of Biofuels*, from the College of Food, Agriculture and Natural Resource Sciences.

WILLIAM: Print ads can sometimes get lost in the pages of a magazine or newspaper, so one has to be innovative and captivating to grab attention. This year's Maroon winner for **print ad** has great visual interest and a fun style, fusing words and art into something the reader can play with.

SARA: And the winner is **University Relations' "Block M" Ad**.

SARA: The **poster** that most impressed our judges this year also uses text as graphics—resulting in a piece that's visually intriguing and a perfect document and keepsake for its intended audience.

WILLIAM: And the winner is the **SMART Thank You Poster from the Division of Biostatistics**.

WILLIAM: This year's judges were blown away by the great visuals presented in the Maroon award winner for a single card. They loved the different aspects of the University presented in such an inviting way.

SARA: The year's winner for **card design** is **System Academic Administration's Winter Welcome**.

SARA: The new **illustration** category this year presented a wide variety of styles and concepts, but one stood out among the rest with its quirky, fun spirit that communicated its message stronger than a photo could have.

WILLIAM: The Maroon award winner is the **Driven to Discover “Do fish have feelings” Illustration from University Relations.**

WILLIAM: Even more diverse in entries than illustration, the **Specialty Printing** category included innovative submissions from tiny print pieces to huge installation art. The Maroon winner in this category is not just impressive for its size, but for its presentation and message, which grabs a viewer’s attention and holds it.

SARA: And the specialty printing winner is *Discover your future at the University of Minnesota from the Office for Equity and Diversity.*

SARA: And now for the Gold Award. Of the print submissions in this year’s Awards, one was a unanimous standout among the judges. A unique cut and great design give this entry a historical feel, perfect within the context of its message.

WILLIAM: The winner of this year’s **Gold Award** in the Print category is the **University Libraries Communications Office for the Owen H. Wangensteen Historical Library of Biology and Medicine Brochure.**

## ***GREEN***

WILLIAM: The University of Minnesota has been making strides in the past several years to become a more environmentally responsible organization. This year the Communicators Forum establishes a brand new award recognizing efforts among its members to make a similarly earth-friendly impact. The green award will, like the MIKE award, travel from year to year for display in the winning department's offices, reflecting the message of conservation the award stands for.

SARA: Our five judges met the challenge of judging entries in a category that hasn't already been established, articulating the elements they viewed as environmentally responsible. They read the entry forms closely and chose a winner that not only made the effort to use lower-impact materials, but documented a clear reduction in waste and delivery. Most importantly, this entry doesn't sacrifice usability or creativity in the effort to communicate green, something that, in itself, the judges deemed to be less wasteful.

WILLIAM: And the first University of Minnesota Communicators Forum **Green Award** goes to *Research, an annual publication of the office of the VP for research from OVPR Communications.*

## ***CAMPAIGN***

WILLIAM: Creating a print, electronic or written piece of effective communication is difficult enough, but developing a set of pieces that both stand alone and work together to express a united message is entirely more challenging. 21 full campaigns were submitted in this year's Maroon and Gold Awards, meeting this challenge and overcoming it with style.

SARA: But even in a contest with so many brilliant entries, three winners stood out among the rest. One promotional campaign struck our judges as working particularly well as a group despite encompassing very different information. Its friendly, creative feel, combined with consistent design elements across the group of pieces create a stunning visual impact while delivering a lot of details in a format small enough not to be overwhelming.

WILLIAM: The Maroon Award for **promotional campaign** goes to the **CFANS Undergraduate Recruitment Materials from the College of Food, Agricultural and Natural Resource Sciences.**

WILLIAM: In a campaign to inform and educate the public, our judges were charmed by one that uses captivating graphics to catch their attention, then keeps it with an off-beat theme that entertains as it informs. This campaign is clever in both concept and craft.

SARA: And the winner of the Maroon Award for **Informational Campaign** is ***Public Jobs, Private Data Training from the Privacy and Security Office.***

SARA: A single campaign with an assortment of communication techniques and elements bound all its parts together to work as a group with a single consistent image. Its friendly, welcoming theme encompasses the wide variety of skills and knowledge the university represents. Its great creativity in presenting its single image in new and entertaining ways make it the gold standard of communications this year at the U of M.

WILLIAM: The 2008 **Gold Award** for excellence in a communications campaign goes to **University Relations for the Orientation and “M” Materials.**

***MIKE AWARD***

SARA: The MIKE award is an Astatic Golden Eagle D104 microphone first manufactured in 1933. The first crystal microphone, it was known for high sensitivity to ambient sound. Like the speech bubble icon used in the rest of our awards, the MIKE represents communication but on an amplified level, as appropriate for the people's choice award.

WILLIAM: The **MIKE** is all about announcing the people's choice for best communication effort.

SARA: The votes are in, and your winner, with the most AYE's from forum members here today is **University Relations for the Orientation and “M” Materials.**

THANK YOU AND CONGRATULATIONS!