2013 Awards Categories & Criteria
Promoting Excellence in Communications

Maroon & Gold awards are presented annually to University of Minnesota Communicators Forum (UMCF) members whose work best embodies the University’s core values: excellence, innovation, integrity, diversity, academic freedom, collaboration, sharing of knowledge, accountability, stewardship, and service.

The awards highlight the significant role of communications in shaping the relationship between the University and its constituents: students and their parents; staff and faculty; colleagues in higher education; leaders of business, industry, and civic life; legislators and the general public. Projects must successfully demonstrate timely, targeted, credible messages combined with the most compelling concept, format, design, and materials.

By promoting high standards, the awards program encourages the interpretive, analytical, integrative, and creative skills necessary to the communicator’s task. In their organizations, communicators must be both authoritative and collaborative, as necessary. They are thinkers and doers whose work collectively supports the University’s primary mission.

Awards
Maroon & Gold awards are updated each year as a new awards committee is formed. Below are the types of awards to be given in 2013.

GOLD
As the Communicators Forum’s highest honor, four Gold Awards are given for the best single entry into each of the Campaign/Series, Multimedia, Print and Writing categories.

MAROON
Maroon Awards are given to entries deemed by the judges to be of exceptional merit.

ILLUMINATE
One ILLUMINATE Award will be awarded for the best utilization of this year's "Driven to Discover" campaign theme: "Discovery Illuminates Everyone". Entries may consist of one or more of the following media: print, electronic, video, audio, social.

GREEN
One Green Award will be awarded for initiative in creating communications that reduce environmental impact and make strong statements of leadership in this area. Entries should outline steps taken in reduction (such as printing alternatives, reducing quantities and overages, etc.) and/or production) such as statements of recycled paper, soy inks, etc.)

MARGO
One MARGO Award is bestowed for the most elegant solution within the means available (the most bang for your buck). The department responsible for producing the winning entry receives $500 for professional development of the communications staff.

MIKE
One MIKE Award is chosen by popular vote via online voting. The traveling trophy is engraved and presented for display in the department’s offices for one year.
## Category Criteria

### CAMPAIGN/SERIES
**Criteria**—Campaign/Series entries should consist of two or more collateral. Entries will be judged for excellence in identity and message, design and content synergy, creativity and originality, technical execution; planned distribution strategy; and overall impact.

**Instructional/Informational**—Campaigns to teach or guide the public, community outreach, library resources, professional or institutional networks, resource databases, directories, etc.

**Promotional**—Campaigns to publicize or strengthen branding; conferences, events, services, seasonal or cyclic campaigns for major events or issues, etc.

### ELECTRONIC MEDIA
**Criteria**—Electronic Media will be judged for appearance, flexibility, interactivity, accessibility, creativity and application of University standards and suitability for their intended audience. Creativity in solving the problems of designing for electronic media is Key.

**Website**—stand-alone web communications including wikis, blogs, event-related sites, online magazines/reports, web applications, etc.

**Video/DVD**—visual communications including videos, television, commercials, streaming videos, flash animation, etc.

**Audio Content**—including podcasts, radio spots, audio clips, etc.

**Coordinated Social Media**—Can include any of the following: blogs, FaceBook, YouTube, Twitter, etc. Entries will be judged on clearly-defined strategic purpose, creative and effective approach to messages, excellent writing and interactivity, appropriateness for intended audiences(s), technical execution, and effective exploration of the particular qualities of the medium employed. When more than one of the social media is used in concert, criteria will include synergy among the different media that supports the overall effort and effective exploration of the particular qualities of each medium employed.

**E-Newsletter**—Can include any electronically delivered newsletter within the University system send on a regular schedule.

### ILLUMINATE
**Criteria**—Entries for the best utilization of this year’s “Driven to Discover” campaign theme: “Discovery Illuminates Everyone” will be judged for consistent and excellent identity, message, and design; synergy and balance among all elements and between content and design; creative and original approach to clearly defined audience(s); technical execution; and distribution strategies.

Entries may consist of one or more of the following media: print, electronic, video, audio, social.

### MIKE
For the first time this year, the MIKE award is going fully digital. Entries will be submitted, reviewed, and voted for online. Maroon & Gold entrants who would like their submission considered for the MIKE award must email a digital version of their work to Kris Junker, along with completing a submission form.

Preferred digital formats:
- Audio - mp3 file
- Video - avi file
- Webpage - Website URL and screen shot
- Print newsletters, fliers, etc. - PDF or digital photograph
- Other physical items such as buttons, promotional SWAG, etc. - digital photograph.

### PRINT
**Criteria**—Print entries should consist of a single piece that will be judged for excellence in concept, design, craftsmanship, graphics, typography, paper, and printing, as well as effectiveness, quality, application of University standards and creativity in solving the problems inherent in institutional design.

**Multiple Sheet**—Multiple pages of a single printed piece including magazines, annual reports, books, calendars, etc.

**Single Sheet**—Printed pieces consisting of one sheet, flat or folded, including covers, brochures, flyers, etc.

**Illustration**—Single image, text treatment, or graphic

**Card**—Printed cards of any kind, either flat or folded, including holiday cards, invitations, postcards, greeting cards, informational cards, etc.

**Poster**

**Print Advertising**—A single ad

**Specialty print item**—A unique printed piece, including environmental graphics, 3D objects, awards, banners, conference booths, billboards, installations, unique print ideas of any kind.

### WRITING
**Criteria**—Writing entries will be judged for outstanding strength of voice, tone, prose, grammar, punctuation, application of University standards, and style as appropriate to the entry’s classification. The primary focus will be creativity in solving the problems of institutional writing within the context of the category.

**Instructional/Informational**—copy for handbooks, manuals, guide books/brochures, view books, etc.

**Short Feature**—copy for stories 1,000 words or fewer, including editorials, reporting, magazine features, annual report articles, etc.

**Long Feature text**—copy for stories more than 1,000 words, including editorials, reporting, magazine features, annual report articles, etc.

**Promotional/Marketing/Advancement**—copy for promotional or marketing materials, including brochures, advertisements, flyers, annual reports, view books, college bulletins, etc.

**Script text/Text meant to be spoken**—copy written to be presented aloud to an audience, including speeches, public service announcements, presentations, etc.

**Press/News Release text**—copy pitching stories to outside media, including press releases, news releases, etc.

**Technical Writing**—copy that tackles a technical topic for a non technical audience. This can include end-user assistance, technical documentation, marketing of a technical subject, etc.

### GREEN
**Criteria**—The Green Award will be awarded for initiative in the creation of communications that reduce environment impact and make strong statements of leadership in this area. In addition to excellence in concept, design, printing, effectiveness, quality, and creativity in solving the problems inherent in institutional design, judges will look for strides in environment-friendly production, sustainability, and/or reduction. Entries should outline steps taken in production (such as statements of recycled paper, soy inks, etc., printed on piece) as well as reduction (such as alternate sources used instead of printing, cutting quantities and overages, etc.).