COMMUNITY COLLEGE PUBLIC RELATIONS ORGANIZATION

It's time to submit your best ad, press release, invitation, communication and more for the 2018 CCPRO Awards. Early-bird submission begins now. The deadline for early-bird submission is January 19. Final entries are due by February 9, 2018.

NEW: Entries can now be submitted online. Go to https://betternewspapercontest.com/ccpro2018 Set up an account! Submit your entries!
All entries must have been published, aired, or printed and used for the first time from January 1 to December 31, 2017.

There is also a new category for **Best Local Application of a Statewide Campaign**.

 PRINT PUBLICATIONS

1. Annual report, Divisions A & B – Judged for attractiveness of cover, copywriting, use and quality of photos and graphics, quality of printing, effectiveness of message and theme, overall impact.
2. Brochure, Divisions A & B – Judged for attractiveness of cover, copywriting, clarity and effectiveness of message, use and quality of photos and graphics, use of color and space, quality of printing, overall impact.
3. Brochure series, Divisions A & B – Judged for attractiveness of cover, copywriting, clarity and effectiveness of message, use and quality of photos and graphics, use of color and space, quality of printing, overall impact.
4. Catalog, Divisions A & B – Judged for attractiveness of cover, readability, use and quality of photos, logical placement and sequence of information, overall impact. Can be entered only once.
5. Class schedule, Divisions A & B – Only one class schedule per college.

6. Commencement program – Judged for attractiveness of cover, copywriting, impact and clarity of writing, use and quality of photos and graphics, use of color and space, quality of printing, overall impact.
7. Folder – Judged for attractiveness of cover, use and quality of photos and graphics, overall impact and usability.
8. Newsletter – Internal or external print. Judged for quality of writing, appeal of topics, appeal to target audience, use and quality of photos and graphics, overall impact.
9. Magazine – Judged for quality of writing, appeal of topics, appeal to target audience, use and quality of photos and graphics, overall impact. Must be more than four pages.
10. Sports program – Judged for page layout and readability, identifying logo and masthead, use and quality of photos and illustrations, depth of research and background, writing quality, overall impact. One entry per college.
11. Viewbook – Judged for attractiveness of cover, copywriting, impact and clarity of marketing message, use and quality of photos and graphics, use of color and space, quality of printing, overall impact.

A. ADVERTISING/PUBLIC RELATIONS/COMMUNICATIONS

1. Banner/Outdoor Media – May be billboard, banner, bus panel or other form of large display advertising posted indoors or outdoors. Judged for message effectiveness through word choice, color, graphics and typography, visual impact and readability.
2. Direct Mailer/Postcard/Flyer – Judged for appeal to target audience, copywriting, use and quality of photos and graphics, overall impact.
3. Feature Story – Judged for impact of lead, quality of writing, quality of reporting, reader appeal for impact, depth of subject covered. Must be written by college staff. Submit proof of publication.
4. Media Success Story – What did you do, and what kind of response did you get? Judged for stated goals and objectives, planning and execution, strategies developed to meet goals, amount and quality of coverage, public and social media response, overall impact.
5. News Release – Judged for impact of lead, quality of writing, quality of reporting, reader appeal, depth of subject covered. Original release must be written by college staff. Published article may be rewritten by publication/news media staff. Submit original news release and proof of publication and/or corresponding URL.
6. Note/Card/Invitation – Judged for appeal to target audience, copywriting, use and quality of photos and graphics, overall impact.
7. Poster – Judged for attention-grabbing quality, use and quality of photos and graphics, use of color and space, copywriting, compatibility of central message and imagery, overall impact.
8. Print Advertising – Judged for concept, attention-grabbing quality, use and quality of photos and/or graphics, copywriting, persuasion/call to action, visibility of college logo or name, overall impact.
9. Promotional Campaign – Entry should include the media mix used to promote a special event, course, program, or department. Judged for use and diversity of media, promotional materials, central message/theme carried throughout, overall impact.

10. Marketing Campaign – Entry should include the media mix used to promote college enrollment or overall institutional branding. Judged for use and diversity of media, promotional materials, central message/theme carried throughout, overall impact.
11. Performing Arts Promotional Campaign – Promotional campaign that specifically promotes a performing arts event. Judged on diversity of media, promotional materials, central message/them, photos, overall impact.

B. ELECTRONIC MEDIA

1. College Promotional Video – Any subject or length. Judged for use and quality of video, video editing, and audio; also for scripting, interest-holding ability, creativity, overall impact.
2. College Website – Judged for appearance, organization, comprehensive content, navigational ease, and responsiveness across a variety of mobile platforms.
3. Electronic collateral – Can include an electronic version of class schedule, catalog, viewbook, invitation or special event. Judged for navigational ease, attractiveness of "cover," readability, use and quality of photos, logical placement and sequence of information, overall impact.
4. Online newsletter – Judged for navigational ease, quality of writing, interactivity, creativity using online medium, appeal of topics, appeal to targeted audience, use and quality of photos and graphics, overall impact.
5. Social media management – Judged for appearance, organization, comprehensive content, ease of use, originality, effectiveness in college and department social media pages. Include stated goals of the social media site and how you increased followers during calendar year, promoted engagement, and/or other measures of success
6. Social media marketing – Entry should include paid social media ads used for an advertising campaign. Judged on appearance, originality and effectiveness. Submit screenshots of ads included in campaign. Must explain purpose and outcome of campaign.

C. ADVERTISING
1. Radio PSA or Ad – Ads must be no longer than 60 seconds. Judged for use and quality of narration, use and quality of music/sound effects, consistency of central message, use of audio, copywriting, persuasion/call to action, overall impact.
2. TV PSA or Ad – Ads must be no longer than 60 seconds. Judged for use and quality of video, video editing, and audio; also for consistency of action, overall impact.

D. VISUAL ARTS
1. Charles Cropsey Photography Award – Photo may be black and white or color, with no softwarebased manipulation tools applied. Judged for storytelling quality, reader/viewer appeal, composition, contrast/color, overall impact.
2. Manipulated photos – Black and white or color photo in which manipulation tools were creatively used. Judged for storytelling quality, reader/viewer appeal, composition, contrast/color, overall impact.
3. Logo Design – Any logo design created for a program, event, anniversary or department (not the college logo). Logo designs must be accompanied by verification of use, such as a photo or screenshot.

E. MISCELLANEOUS
1. Before and After – This could be a brochure, college logo, or any other marketing project that you took from frumpy to fabulous. Submit three copies of entry along with an explanation of the project and its results.
2. Blooper of the Year - You did it. It was wrong. You can't hide any longer. Let us all share your pain! No entry fee for this category.
3. Wild Card – Here's a category for those "hard-to-categorize" marketing and public relations projects, including promo items. Entries will be judged on concept, design, quality, effectiveness, overall impact
4. **Best Local Application of a Statewide Campaign –** Including print, digital, video or other marketing materials that promote a California Community College statewide marketing effort. Examples include Career Education, Associate Degree for Transfer, I can Afford College, or a Student Success & Equity initiative. Judged for meeting the statewide goals and objectives, planning and execution, strategies developed to meet goals, amount and quality of coverage, public and social media response, overall impact.

CATEGORY DIVISIONS

To be fair to colleges with limited resources, certain categories will be judges in two divisions:

Division A – Colleges with fewer than three full-time equivalent professionals working in marketing, public relations, advertising and publications.

Division B – Colleges with three or more full-time equivalent professionals working in marketing, public relations, advertising and publications. Entries designed and/or produced by an outside agency or designer must be submitted in Division B.

WHO CAN ENTER

Any California community college or district.

WHAT TO ENTER

All entries must have been published, aired, or printed and used for the first time from January 1 to December 31, 2017. All entries must meet the criteria and following specifications established for the individual category entered, as described in this brochure. Entries not meeting the requirements or failing to comply with submission instructions will be disqualified, and the entry fee will not be refunded.

The same entry may not be submitted in more than one category, unless that entry is also part of a Media Success Story and/or a Promotional Campaign. All entries are to be submitted in the name of the college or district. All entries become the property of CCPRO.

ENTRY FEES

Early bird: Must be received by January 19, 2018.

$30 per member entry; $60 for non-members (**NOTE:** only the member fee shows online. Please submit the non-member fee if you are not currently or not planning to be a member).

Regular: Must be received by Feb. 9, 2018.

$40 per member entry; $70 for non-members. (**NOTE:** only the member fee shows online. Please submit the non-member fee if you are not currently or not planning to be a member).

To verify your membership status: Kristen Huyck, Ed.D. khuyck@miracosta.edu or 760-795-6612.

ENTRY DEADLINE

All entries must be received by Monday, Feb. 9, 2018.
JUDGING

Judging will take place in February by professionals in category-related fields. Judging will be based on a point system. Judges will use the category guidelines published in this brochure for determining points awarded to each entry. Based on the results of the judging, the CCPRO Awards Committee will make awards for first, second, and third place for each category as appropriate. If the judges feel no entry in a given category merits an award, none will be given.

ANNOUNCEMENTS OF WINNERS

Winners will be announced and awards will be presented at the CCPRO Awards banquet held in conjunction with the 2018 CCPRO Conference on April 11-13, 2018, at the Holiday Inn Sacramento Downtown. Advance notice of awards will be announced by email.

CCPRO AWARDS QUESTIONS

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CCPRO CONFERENCE QUESTIONS

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