



cooperative
communicators
association

CONNECT. CREATE. ACHIEVE.

Communications Contest 2020

Early-Bird Deadline:
January 31, 2020

Contest Deadline:
February 21, 2020



PUBLICATIONS

Publications

Publication entries will be evaluated on writing clarity, effective design, aesthetic appeal, appropriateness for audience, originality, grammar/mechanics and focus on stated objectives. The committee reserves the right to reassign entries to different categories.



PUBLICATIONS COORDINATORS:

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PUBLICATIONS ELIGIBILITY – RULES LISTED

BELOW ARE IN ADDITION TO THE CONTEST GENERAL RULES BROCHURE

There is a limit of one entry per publication except for Words and Pictures, and Story or Article Design (Category 11) in which entries are unlimited.

Annual reports may be submitted in one category only. Separate annual reports from subsidiary or related organizations are eligible, if all requirements are met. Publications or newsletters entered in their respective categories may also be entered in Category 9: Improved Publication, provided they meet that category's qualifications. Note: Annual reports and one-time publications are not eligible for the "Improved Publication" category.

Except for categories 11 and 12, budget is required for all publication entries. Budget does not include mailing or distribution costs.

PUBLICATION OF THE YEAR

Judges will select a Publication of the Year from all entries submitted in the Publications contest. Judges will determine the winner based on overall excellence in writing, design, photography and ability to meet goals within the publication's available budget. No separate entry is required.

Publications

Contest Categories

1. EMPLOYEE PUBLICATION

Magazine, tabloid, newspaper or newsletter produced regularly for employees. Submit two issues in hard-copy form. Submit publications distributed electronically in Category 5: Online/Electronic Newsletter.

2. MEMBER NEWSLETTER/ MAGAZINE/NEWSPAPER/TABLOID

(annual budget less than \$10,000)

Publication produced regularly for clients, co-op customers and/or prospective members. Submit two issues in hard-copy form. Publication should be primarily distributed in print format, even if members have the option to receive electronically. Entry must be produced in whole by the entrant's cooperative.

3. MEMBER NEWSLETTER/ MAGAZINE/NEWSPAPER/TABLOID

(annual budget \$10,000-\$50,000)

Publication produced regularly for clients, co-op customers and/or prospective members. Submit two issues in hard-copy form. Publication should be primarily distributed in print format, even if members have the option to receive electronically. Entry must be produced in whole by the entrant's cooperative.

4. MEMBER NEWSLETTER/ MAGAZINE/NEWSPAPER/TABLOID

(annual budget greater than \$50,001)

Publication produced regularly for clients, co-op customers and/or prospective members. Submit two issues in hard-copy form. Publication should be primarily distributed in print format, even if members have the option to receive electronically. Entry must be produced in whole by the entrant's cooperative.

5. ONLINE/ELECTRONIC NEWSLETTER

Online or electronic newsletter exclusively produced for employees, members, clients, etc. Online newsletters can be part of a larger cooperative site, but will be judged individually live on the Internet. Submit site address for online newsletters. Electronic newsletters should be printed, but will also be judged by viewing in online format, where available.

6. ANNUAL REPORT

(budget less than \$15,000)

Includes annual reports produced entirely by staff or with assistance from any outside source, such as an advertising agency, freelance writer, photographer or design agency. Report may be distributed as part of a larger publication. Submit in hard-copy form.

7. ANNUAL REPORT

(budget more than \$15,000)

Includes annual reports produced entirely by staff or with assistance from any outside source, such as an advertising agency, freelance writer, photographer or design agency. Submit in hard-copy form.

8. BROCHURES, PAMPHLETS AND ONE-TIME PUBLICATIONS

Winning entries will have successfully promoted an idea, concept or product to a targeted audience. Includes projects such as new member packets, media kits and publications developed for trade shows/public events. Judges will consider planning, creativity, originality and effectiveness, as well as writing, editing, design and whether the project focuses on stated objectives. Submit in hard-copy form.

PUBLICATIONS CATEGORIES CONTINUED:

9. IMPROVED PUBLICATION

Has your cooperative recently redesigned any publication that falls within Categories 1-5?

Submit two issues of both old and new versions of your cooperative's publication or newsletter (old issue may pre-date February 1, 2019). Clearly state implementation process, reason for change, procedure, cost and type of help you may have received in developing the new publication. List specific items that have changed. Judges will analyze how well changes have met stated objectives, design and writing of the publication. Submit in hard-copy form.

10. DIRECT MAIL

Direct mail can be either a campaign, bill inserts, formatted email communication, a series of two or more mailings, or a one-time mailing directed to members or stakeholders for the purpose of promoting an event, product, service, project or initiative. Does not include media kits. Submit all mailings with entry in hard-copy form.

11. WORDS AND PICTURES

Enter published stories in which one person produced both the photographs and writing. Entries will be evaluated on quality of writing and photos as well as their appropriateness for the story. Emphasis will be placed on how well the photography and writing support each other. Communicators employed by a cooperative without staff designers are encouraged to compete. Entries may include either single or multiple photos.

12. STORY OR ARTICLE DESIGN

Enter story or article (from within a printed publication) in which one person designed the layout. Article can be single- or multi-page length. Entries will be evaluated on design composition; use of color; reading flow and hierarchy; and integration of copy and visual elements to convey the story and engage the reader. Stories and photos submitted in other categories are eligible. Must submit tear sheets.

Photos and articles submitted in other categories are eligible. Submit in hard-copy form.

QUESTIONS?

Contact the CCA Business Office by email at ccacontest@communicators.coop or call 877-326-5994 or contact Afton Holt, CCA Vice President and overall contest chair, at afton@cpostmarketing.com or 515-835-9528.