

SUNYCUAD Awards for Excellence Program

Rating Sheet

9. ELECTRONIC COMMUNICATIONS AND INTERACTIVE MEDIA

Video, audio or electronic communications materials produced to promote institution (except advertising — see Category 18). Submissions could include videotapes or radio PSAs, blogs, e-newsletters, etc. for fund-raising purposes, special events, recruitment, donor recognition, either as single programs or a program series. Entries will be evaluated on content, scripting, photography, and/or soundtrack, editing, budget, and the use of available resources.

Submit entries in one of the following four categories:

a. TV, radio;

b. E-newsletters;

c. Interactive media including Flash, DVDs, podcasts, vidcasts, etc. or;

d. Social Networking including online communities, blogs, etc.

All entries must include a brief abstract (maximum of four pages) describing the program, program goals and objectives, audience, budget and staffing, and response and/or results.

Criteria	Rating 1-5, with 5 being highest
Creativity/Innovation	
Quality of Presentation	
Success in meeting stated goals and objectives taking into consideration the investment of resources	