

SUNYCUAD Awards for Excellence Program

Rating Sheet

13. MEDIA RELATIONS PROGRAMS

Programs may be aimed at external or internal audiences and may use traditional and non-traditional tools. They may include (but are not limited to) press releases, expert guides, media contact programs, programs that enhance presidential visibility or institutional stature, programs that heighten institutional media involvement, and faculty awareness programs. Include one copy of each of the materials produced.

All entries must include a brief abstract (maximum of 2 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	