



## 2012 Gold Crown Journalism Awards Application

The Gold Crown Journalism Awards honor outstanding contributions to The American Student Dental Association's national publications and excellence in chapter newsletters and chapter websites. All materials must be uploaded or postmarked by **Jan. 31, 2012**. No exceptions.

---

chapter

### Chapter Newsletter

---

newsletter name

publication frequency

---

newsletter editor

e-mail address

distribution method:  print       electronic       both

Please check which categories you're applying for below.

- Best in Competition
- Quality of Information
- Design & Layout
- Most Improved

### Chapter Website

---

website URL

---

webmaster

e-mail address

Please check which categories you're applying for below.

- Best in Competition
- Quality of Information
- Design & Usability

The following awards will also be presented but *do not* require an application:

1. The author of an ASDA News article published between Jan. 1 - Dec. 31, 2011 who exhibited journalistic excellence in the following categories: relevance, research, originality and style.
2. The author of a Mouth article published between Jan. 1 - Dec. 31, 2011 who exhibited journalistic excellence in the following categories: relevance, research, originality and style.



## Eligibility

- Newsletter must have been published between Jan. 1 - Dec. 31, 2011.
- Newsletter must have a frequency of two times per year or more.

## Submission Guidelines

Please follow the guidelines exactly. Entries in violation of the guidelines will be disqualified.

- If you are applying for the Most Improved newsletter award, you must submit both a current newsletter and a previous newsletter as well as a brief description of improvements made.
- Please select one issue of your newsletter and upload a PDF to ASDA's FTP site.  
<http://uploads.asdanet.org>  
Username: asdamember  
Password: goldcrown
- If you prefer to submit hard copies of your newsletter, please mail six copies to the address below. If you are applying for the Most Improved newsletter award, you must submit six copies each of your current and previous newsletters.

ATTN: Gold Crown Journalism Awards  
American Student Dental Association  
211 E. Chicago Ave.  
Suite 700  
Chicago, IL 60611

## Judging

Judging is based on standards of excellence itemized in the award criteria. ASDA's editorial board will judge entries during Annual Session. Winners will be announced and presented with an award at the Gold Crown Awards ceremony held during the 2012 Annual Session in Minneapolis, Minn.

## Award Criteria

Following are the guidelines for each journalism award category.

### Newsletter- Best in Competition

- One award will be given to the newsletter that best exemplifies journalistic excellence in the following categories: quality of information, design and layout.

### Newsletter- Quality of Information

- Timeliness of article topics including: current events and frequency of publication.
- Relevance of article topics including: relevance to dental education, variety in article topics and encourages involvement.
- Quality of writing including: journalistic style, research and direct quotes from various sources.
- Well-edited content, including excellence in grammar and style.



## **Newsletter- Design & Layout**

- Overall visual appeal including: a well-organized layout, easy to follow hierarchy, good use of color and distinctive design.
- Nameplate design is creative and original.
- Quality of photography and use of photos throughout the publication.

## **Newsletter- Most Improved**

- Dramatic improvements have been made in the quality of information and design and layout of the newsletter.

## **Website- Best in Competition**

- One award will be given to the website that best exemplifies excellence in the following categories: quality of information, design and usability.

## **Website- Quality of Information**

- Web content exhibits timeliness and accuracy, including grammatical accuracy as well as the absence of broken links and outdated information.
- Web content is useful to students and offers reasons to return frequently to the site.
- The site is interactive providing: e-mail lists, newsletters, linked social media such as Facebook, Twitter and a blog.
- Information is clear, focused and easily accessed.

## **Website- Design & Usability**

- Website is compatible with multiple browsers and loads in a timely manner.
- Navigation is user-friendly including: clear links to other pages as well as links to external pages, no broken links, intuitive functionality.
- Pleasing visual design including: updated graphics, well-placed photos, web-friendly fonts and a screen-friendly color scheme.
- Creativity including: a custom design or customized template, functionality that stands out from other chapter sites.

## **Questions?**

E-mail your inquiries to Kim Schneider at [Kim@ASDAnet.org](mailto:Kim@ASDAnet.org). Or call ASDA at 312-440-2795.