



# 2020 Gold Crown Media Awards

## *Guidelines & Criteria*

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The **Gold Crown Media Awards** honor excellence in chapter publications, digital communications and chapter websites, as well as outstanding contributions to the American Student Dental Association's national publications. **All materials must be received by Jan. 6, 2020.**

### Eligibility

- The application period will run from **Oct. 8, 2019** to **Jan. 6, 2020**.
- Newsletters, social media and videos must have been published between Jan. 1 - Dec. 31, 2019.
- 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.

- The application period opens **Oct. 8, 2019**. Please select one issue of your newsletter and upload a PDF to ASDA's Dropbox site (you may submit two if you are applying for Most Improved). Complete the [online submission form](#), then [upload your supporting documents](#). Note: you must fill out separate forms for Media and Chapter Achievement entries.
- If you are applying for the **Most Improved Newsletter** award, you must submit a current newsletter and a previous newsletter, as well as a brief description of improvements made (300 word max).
- If you are applying for the **Social Media Campaign** award, you must also submit a PDF (of no more than 10 pages) that includes a 300-word description (max) of how you used social media to promote an event, activity or initiative to members, plus screenshots of your campaign.

### Judging

Winners will be announced and presented with an award at the Gold Crown Awards ceremony held during Annual Session 2020 in St. Louis. The following are the award criteria used to judge each category:

#### *Newsletter – Best in Competition*

- One award will be given to the newsletter that best exemplifies journalistic excellence in quality of information, design and layout.
- 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 how well authors encourage involvement
- Quality of writing including: journalistic style, research and direct quotes from various sources
- Well edited content, including: excellence in grammar and style
- 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
- National ASDA logo appears on the cover of the newsletter

### ***Newsletter – Most Improved***

- Dramatic improvements have been made in the quality of information and design and layout of the newsletter
- You must submit an old and new newsletter, as well as a brief description of improvements made (300 word max). The old issue should be dated between Jan. 1, 2017 and Dec. 31, 2018.

### ***Chapter Blog***

- Timeliness and frequency of posts
- Strength of content including: relevance to dental school or dental student life, variety in article topics and how well authors encourage involvement
- Quality of writing including: consistent style, grammatical accuracy
- Good use of photos or images to enhance the writing
- Effective use of hyperlinks to cite sources and share related ASDA resources, events or articles

### ***Website – Best in Competition***

- One award will be given to the website that best exemplifies excellence in quality of information, design and usability.
- 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 includes links to chapter and national events, newsletters, social media and useful student resources.
- Navigation is user-friendly including: clear hierarchy of content, no broken links, intuitive functionality.
- Pleasing visual design including: updated graphics, photos, web-friendly fonts and color scheme, mobile-friendly
- Creativity including: a custom design or customized template, functionality that stands out from other chapter sites

### ***Social Media Campaign***

- One or more social media platforms are used creatively to promote a specific activity or program .A variety of content types shared via social media channels (e.g. video, photos, written word, contests)
- Engagement with chapter members is high.
- You must submit a PDF that includes a brief description of how you how you used social media to promote a specific event, activity or initiative to members (300 words max), as well as screen shots of your campaign. If possible, include measurable results that your campaign brought about (e.g. 20% more members attended this year than last year). The PDF can be no more than 10 pages long.

### ***Chapter Video***

- Demonstrate a consistent use of chapter video to support or promote chapter events and programs
- Overall visual appeal and professional appearance (smooth transitions, clear audio, etc.)
- Information presented is creative, original and engages ASDA members.

## Editorial Awards

The following do not require an application, but will be awarded during the Gold Crown Awards ceremony. The criteria appear below:

### *Best Feature Article - Contour*

### *Editor's Choice - Contour*

This category recognizes content from the non-feature departments of the magazine.

### *Best Blog Post - ASDA Blog*

- **Relevance:** Is the article topic and content relevant to the intended audience? Is the information presented interesting and of value? Is it reader-oriented?
- **Originality:** Is the topic original, timely and fresh? If the topic is a familiar one, does the article approach the subject from a new angle or present new or updated information? Does the article explore new or unusual subject matter?
- **Research:** Was the article/post researched and investigated? Did the author put a significant amount of time preparing the article, using other sources and references to strengthen the article's position? (Note: If the article is an editorial or based on opinion, does the author present an opinion logically, using reason and supporting arguments?)
- **Presentation:** Is the writing clear and interesting? Are examples, quotes and definitions used to clarify the article's message?
- **Online impact (ASDA Blog only):** Did the post receive significant social media activity and page views?

**Questions?** Email ASDA's [Membership Department](#).



Ready to submit? Visit [https://www.surveymonkey.com/r/GC2020\\_media](https://www.surveymonkey.com/r/GC2020_media).

Complete the online submission form before you upload your final application.