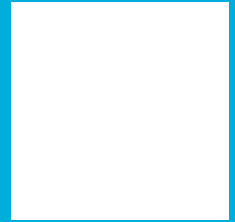




asae & the center[™]
for association leadership

1575 I Street, NW
Washington, DC 20005



2006
Communications
G


LD Circle

Awards

Recognizing innovative ideas and achievement in association communications



asae & the center[™]
for association leadership



ASAE & The Center for Association Leadership inspire leadership and achievement within the association community and we want to recognize you!

Have you recently launched a successful newsletter, magazine, or communications program? Authored an effective featured article? Or, initiated a leading media relations project?

Then, take the time to nominate your campaign or that of your peers to receive an ASAE & The Center Gold Circle Award.

Celebrating success in the nonprofit communications community, this award is your chance to show off what your organization has achieved.

Nominations are due **April 30, 2006 by 5:00 p.m.** to ASAE & The Center. Association executives, both ASAE & The Center members and nonmembers, are eligible.

Your programs and products must have been completed and distributed between January 1, 2005 and December 31, 2005.

To enter, visit www.asaenet.org and submit your entries instantly!

Enter as many categories as you'd like, but do it soon! This year's awards winners will be displayed at ASAE & The Center's 2006 Annual Meeting & Exposition, August 19-22, 2006, Boston.

Questions? Call 202-626-2885 or e-mail goldcircle@asaenet.org



Gold Circle Award Categories

Each category will have two winners; one from associations with annual budgets less than or equal to \$2 million and one from associations with budgets greater than \$2 million.

Print Publishing

Magazines

Recognizes the best association magazine published at least quarterly. Entries will be judged on content, effectiveness, writing, design/layout and photography/illustration. **Entry: Two consecutive issues must be submitted.**

Peer-Reviewed Journals

Recognizes the best scientific, scholarly or technical peer-reviewed journal published by an association. Entries will be judged on effectiveness of content design/layout (in relation to the journal's specialty), completeness of author guidelines and a documented, criteria-based peer-reviewed process. **Entry: Two consecutive issues must be submitted.**

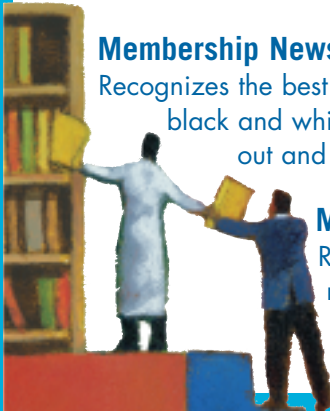
Membership Newsletter—Two color

Recognizes the best periodical, published at least quarterly, directed to the organization's membership, published in black and white, with or without spot color. Entries will be judged on content, effectiveness, writing, design/layout and photography/illustration. **Entry: Two consecutive issues must be submitted.**

Membership Newsletter—Four color

Recognizes the best periodical, published at least quarterly, directed to the organization's membership, published in four-color. Entries will be judged on content, effectiveness, writing, design/layout and photography/illustration.

Entry: Two consecutive issues must be submitted.



Electronic Publishing

Membership periodical or e-newsletter

Recognizes the best association periodical for members published electronically only. Entries will be judged on content, writing, design/layout, illustration and effective use of the electronic format.

Entry: Two consecutive issues must be submitted—identified by URL and with temporary password if needed.

Website

Recognizes the best association Website (excludes any periodicals available through the site. Entries will be judged on effective use of the medium, general impact, technical quality, editorial content, ease of use and creativity.

Entry: Website URL and temporary password if site is restricted.



Writing

Feature Article

Recognizes the best single article feature appearing in an association publication. Entries will be judged on clarity, conciseness and effectiveness in meeting the stated objective of the piece. Note: articles appearing in ASAE & The Center publications are not eligible.

Entry: *Electronic or hard copy of published article with brief explanation of objective.*

Communications Programs

Press Kit

Recognizes the best news media kit focusing on the organization or a specific topic. Entries will be judged on quality of writing and content, layout/design and effectiveness of presentation.

Entry: *Electronic or hard copy of materials.*

Media Relations Project


Recognizes the best media relations project designed around the organization, product, special event, service or other issue. May include, but is not limited to, a media kit and other press materials. Entries will be judged on content, design and effectiveness in meeting the stated objective.

Entry: *Materials used in the program, statement of objective, and documentation of results achieved.*





Complete Entry Guidelines

1. Eligibility – Any association executive may enter. Materials created by industry partners for an association must be submitted by the client association. ASAE & The Center members and nonmembers are eligible. Entrants may not serve on the judging panel.
 2. The entrant must be employed by the association submitting the entry; representatives of firms serving as contractors to the association are not eligible to submit entries. PR firms and associate members of ASAE & The Center are not eligible. Agency-designed programs and products are eligible if the association staff has had majority responsibility for the execution of the program. All awards will be presented in the name of the association, not to individuals.
 3. Association communication programs and products that were completed and distributed between January 1, 2005 and December 31, 2005 are eligible.
 4. **Entry fee – Members: \$100 for the first entry; \$85 for subsequent entries. Nonmembers: \$125 for the first entry and \$110 for subsequent entries.** Multiple entries with separate entry forms may be submitted in one category. Entry fees are used to fund the Gold Circle Awards program.
 5. The entry form should indicate the 2005 budget for the organization and the budget for the project. Each award category consists of two subcategories: one for associations with a 2005 budget of \$2 million or less, and those with a 2005 budget over \$2 million.
 6. The judges reserve the right to transfer an entry to a more appropriate category. Judges may decline to assign awards in any category in which they deem no entries are worthy of awards. Judges may also disqualify an entry for noncompliance with competition rules; in such cases, the entrant will not be notified and the entry fee will not be refunded.
- 

7. Electronic submission of all materials is strongly encouraged. If materials do not exist in electronic format, six copies must be submitted by mail. ASAE & The Center are not responsible for loss or damage of entry materials, and entries will not be returned.

Your submission form and entry documents **MUST** be submitted together. Any entry documents received without a submission form will be disqualified. Submit your Gold Circle entry in one of three ways (online and email submissions preferred):

Online – use the online submission form to submit your entry as a URL.

Email – download the submission form and email it along with your documents to goldcircle@asaenet.org

Mail – download the submission form and mail it along with 6 copies of your documents to:

ASAE & The Center
Gold Circle Awards Program
1575 I Street, NW
Washington, DC 20005

8. Winning entries will be recognized with a plaque and will be displayed at the ASAE & The Center annual meeting. Winning entries will also be publicized in ASAE & The Center publications.
9. **The DEADLINE for entries is April 30, 2006. Entries must be received (not postmarked) by ASAE & The Center by 5:00 p.m. on April 30, 2006. Late entries will not be considered.**
10. For questions about the competition, contact Catherine Wemette at cwemette@asaenet.org or 202-626-2885.