

Golden Gator Committee Minutes (post-contest review)

March 21, 2008

Present: Julie Frey, Jeff Stevens, Amelia Bell, Ayola Singh-Kreitz, Susan Stewart

- Add “Print to Web” category
- Separate Special Events category from Communication Programs
- Remove identity scoring from judging sheets
- Ask entrants to provide multiple copies. Judges could review individually prior to meeting as a unit
- Ask for more details on abstract –esp. budget information
- Abstract: create a more detailed format; include a place to explain why deserving of the Creative Resources Award
- Offer informational sessions/workshops on writing the abstract
- Create electronic abstract submission
- Educate entrants on the need to provide results...explain “sent” vs. “picked up by media,” etc.
- Encourage entire entry team to review entry/abstract...maybe require signatures of all members?
- Combine Ann. Pubs and Magazines into one category; ask for circulation numbers
- Consider entry fee for next year?
- Have vendor sponsorships?
- A committee to plan the retreat?
- Is there a way to consider the Photography category for team recognition, maybe similar to the News Release category? Currently, Photography is the only category that recognizes an individual.