

Media Guides

School _____

Is Cover designed by an outside agency? Yes No
If yes, then cover is NOT eligible for "Best Cover" honors.

Judge # _____

Would you consider this for "Best Cover"? Yes No Rank _____

Judge's comments: _____

NOTE TO JUDGES: When judging brochures, assume that a section will receive the maximum points possible. If something is just average, it should receive an average point award. When awarding points, consideration may be given to the material and information included under the category as well as the way the information is represented in layout and design. Care should be taken to award points consistently throughout the contest. No zeroes will be awarded. Lowest possible score is a 5.

Each judge should have a *minimum of one written comment on each brochure*. Feel free to write more if you feel necessary. Many SIDs use these comments to better their brochures from year to year.

Thanks for giving your time and energy to the CoSIDA Publications Committee in this endeavor.

GRAPHICS & DESIGN [75 points possible]

Points awarded: _____

- √ Cover (creativity, eye appeal, school name, year, distinctiveness)
- √ Use of fonts, graphics or screens to enhance design
- √ Consistency in style & design throughout brochure
- √ Quality of photography
- √ Overall design of book (creativity, attractiveness, neatness)

EDITORIAL [35 points possible]

Points awarded: _____

- √ Quality of writing throughout the brochure
- √ Consistency of style (accuracy, copy editing, typographical errors)

TEAM INFORMATION [65 points possible]

Points awarded: _____

- √ Roster (alphabetical, numerical, pronunciation guide, etc.)
- √ Schedule
- √ Player profiles
- √ Coaching staff profiles
- √ Season outlook / Preview

LAST SEASON [20 points possible]

Points awarded: _____

- √ Season in Review or Game Summaries
 - √ Season's numbers (statistics, results, leaders)
-

GENERAL INFORMATION [45 points possible]

- √ Index or Table of Contents
- √ University information
- √ Staff directory
- √ Recruiting information (academics, student life, etc.)

Points awarded: _____

PROGRAM HISTORY [50 points possible]

- √ Individual records
- √ Team records
- √ Facility information
- √ All-time series records
- √ All-time scores (dates, sites, results)
- √ All-time roster / Letterwinners
- √ Honors & Awards (All-Americans, conference, region, etc.)
- √ Coaching history & records

Points awarded: _____

CONFERENCE INFORMATION [10 points possible]

NOTE: Independents are not graded on this section.

- √ Basic information
- √ Conference standings
- √ Conference honors

Points awarded: _____

BONUS SECTION [15 points possible]

Due to page limitations and security concerns, some of these sections are no longer included in brochures. Their inclusion now is listed as a bonus.

- √ Opponents' information (SID information included)
- √ Media information (credentials, requests, etc.)
- √ Media listing (local media contacts)
- √ Travel information (hotel, phone, dates)
- √ Weekly press conference schedule (dates & times)
- √ Fax-on-Demand access codes and call-in numbers

- √ Any unusual sections, design areas or information deemed valuable to the brochures' impact. This is above and beyond, so it should be innovative.

Points awarded: _____

Additional Judge's Comments:

TOTAL POINTS: _____
of 300 Possible Points
