

CASE[®]

COUNCIL FOR ADVANCEMENT
AND SUPPORT OF EDUCATION[®]



Media Planning Kit

Circle of Excellence Awards

June 12, 2013

Media Planning Tip Sheet for Circle of Excellence Awards Program

CASE recommends that award winners work directly with their communications offices to announce their Circle of Excellence awards to the media. We offer the following guidelines for those who may not have a dedicated communications person on staff at their institutions.

All editors and producers may not see newsworthiness in your receipt of a Circle of Excellence award, so help them. Think of your award in terms of possible angles of attraction and play up those angles to appropriately targeted editors and producers.

Ask yourself, "What, if any, news, community, features or business angles are there?" For example, a business desk editor may be interested in an angle about how a fundraising initiative appealed in some creative or unusual way to corporations for donations. A features editor may be attracted by the description of a particularly colorful or accomplished individual who marshaled an initiative or produced a publication. A community radio or television show producer may be interested in how your initiative engaged or affected your community in some other way.

Lead your news release with the angle you find and work into the lead that the initiative or publication has recently been recognized internationally. Use your award as an opportunity to attract media attention to a program, person or some other facet of your institution.

Target news desks with news angle: Look for an angle that could be of interest to the general public, not just advancement professionals. Traditionally a test for news is if something or someone changes the status quo. For example, an awarded initiative may significantly tie into a hot topic in education or politics or launch a new approach to a widespread problem.

Target community news desks with community angle: Many media outlets maintain community news desks or departments. The desks cover events and accomplishments of people in a community. Desks may assign reporters and photographers to cover events or the desks may accept copy, photo, video or audio submissions from the public. Contact your media outlets to find out who covers community news and get details about coverage criteria and submission deadlines. These sections often work far ahead of print or air time, so plan ahead; submit your material early.

Target business desks with business or professional development angle: Some media outlets cover higher education institutions and professional accomplishments through their business desks. Think of how your Circle of Excellence-awarded initiative ties into some aspect of business.

Highlight achievements through blogs, LinkedIn, Twitter and Facebook. Use these tools to broaden your outreach to key audiences.

Don't forget the internal communications vehicles on your campus. Use your award-winning effort to build pride in your institution and credibility for your office.

Also, some media outlets have specific sections where they run brief announcements of events or accomplishments. If people within the advancement profession are the only ones who would have an interest in your award category, submit an announcement rather than a full release to the appropriate section.

Include an after 5 p.m. contact telephone number on your news release. Please contact Pam Russell, director of communications, at +1-202-478-5680 or at russell@case.org with any questions about this document.

Circle of Excellence Awards Fact Sheet

Purpose

The international Circle of Excellence awards program recognizes outstanding work in advancement services, alumni relations, communications, fundraising and marketing as judged by peer professionals at schools, colleges and universities as well as by professionals from outside education.

Criteria

Winners are selected based on a number of factors, including overall quality, innovation, use of resources and the impact on the institution or its external and internal communities, such as alumni, parents, students and faculty and staff. The Circle of Excellence awards program is open to professionals working at member colleges, universities, independent schools and nonprofits around the world.

Judging

CASE assembles expert judging panels made up of professionals in the fields of advancement services, alumni relations, communications, fundraising and marketing. These judging sessions are hosted on various member campuses. One or more panels are convened for each of the 45 categories, which cover areas of advancement services, alumni relations programs, fundraising programs, institutional marketing, institutional relations, new media, periodicals and publications and design.

Gold, silver, and bronze awards may be given in each category. Judges have the option of giving no awards, and they may also recognize exceptional entries with a grand gold medal. Judging is completed in the spring with winning institutions being revealed in June. An exhibition of grand gold winners is on display in the awards gallery each July at CASE's Summit for Leaders in Advancement. Award winners are also recognized at the CASE-NAIS Independent Schools Conference in January, the CASE Europe Annual Conference in August and at the annual CASE Asia-Pacific conference in March.

Competition

In 2013, CASE received more than 2,900 entries for consideration in 45 categories by 615 member higher education institutions, independent schools and nonprofits from around the world. Judges gave 300 awards, nineteen of which received the top prize of a grand gold award.

Awards on the Web

Award winners from the current year's competition are available online starting in early June. Judges' reports submitted by the judging panels can be viewed starting in July. This information from past competitions can be viewed online by going to www.case.org and typing "circle" into the CASE code box.

History

Made up of several of CASE's long-time recognition programs, the Circle of Excellence awards program, in its present configuration, was introduced in 1994. Each year, it has grown in prestige and is now one of CASE's most popular and respected awards programs.

About CASE

The Council for Advancement and Support of Education is one of the largest international associations of education institutions, serving more than 3,600 universities, colleges, schools and related organizations in 76 countries. CASE is the leading resource for professional development, information and standards in the fields of alumni relations, communications, education fundraising and marketing.

Sample News Release In-house Publications

Contact (give name,
telephone number and email
address):

Top Honors Go to (Insert Name of Institution) for Innovative (Insert Name of Winning Category)

For Immediate Release

Washington, D.C. — The Council for Advancement and Support of Education has named (insert name of institution, nonprofit) a (grand gold, gold, silver or bronze) award winner of its 2013 Circle of Excellence awards program. (Name of institution, nonprofit) was recognized for its (insert name of program, article, etc.).

A panel of experts selected the institution's entry in the (insert name of category) from among ____ entries (total listed on the [CASE website](#)).

This year, 615 higher education institutions, independent schools and nonprofits from around the world submitted more than 2,900 entries in 45 categories for consideration in the Circle of Excellence awards program.

Judges gave 281 bronze, silver and gold awards. Nineteen institutions received the top prize of a grand gold award.

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(Insert your institution's boilerplate.)

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Sample News Release

News Desk

Note: Target news desk only if awarded initiative impacts general public.

Contact:
Name
Title
Institution
Day/evening contact numbers
Email address

Initiative that Raised Money for New Lab at Community College Receives International Recognition

For Immediate Release

WASHINGTON, D.C.—An initiative at (your institution) that helped (insert a phrase that summarizes significance of the award to the general public) recently received international recognition.

The Council for Advancement and Support of Education, headquartered in Washington, D.C., with members around the world, recently named (insert name of institution) a (grand gold, gold, bronze or silver) award winner of its 2013 Circle of Excellence awards program. (Institution name) was recognized for its (can explain initiative in more detail here).

“Quote” (if possible, include a quote from an institution official about how the initiative will impact the public.)

A panel of experts selected the institution’s entry in the (name of category) category from among ____ entries (total listed on the [CASE website](#)).

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(Insert your institution’s boilerplate.)

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Sample News Release

Business Desk

Note: Target business desk only if awarded initiative impacts business.

Contact:
Name
Title
Institution
Day/evening contact numbers
Email address

School Initiative Appeals to Corporate Donors in a New Way

For Immediate Release

WASHINGTON, D.C.—An initiative at (insert name of your institution), which (insert a phrase that summarizes the uniqueness of your approach), has received international recognition.

The Council for Advancement and Support of Education, headquartered in Washington, D.C., with members around the world, recognized the (name initiative or publication) for its (insert more about uniqueness of approach).

(Name your initiative) won the (grand gold, gold, silver or bronze) award. A panel of experts selected the institution's entry in the (name of category) category from among ____ entries (total listed on the [CASE website](#)).

(Sample quote) "The winners of these CASE awards are truly demonstrating best practices and linking their work to institutional goals," says Brian Flahaven, director of legislative, foundation and recognition programs. "Every tactic—whether it involves organizing an event, reaching out to an alumni club, approaching a donor, developing a software program or creating a website—is tied to the achievement of a larger goal. In short, our winner(s) are being strategic."

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(Insert your institution's boilerplate.)

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Sample Community or Business Announcement

Contact:
Name
Title
Institution
Day/evening contact numbers
Email address

Note to Editor: Please run the following announcement in your (name the business or community section in which you want the announcement to appear) section.

For Immediate Release

The (give name of initiative or publication awarded) at (give name of your institution) recently received international recognition.

The Council for Advancement and Support of Education, headquartered in Washington, D.C., with members around the world, awarded the Circle of Excellence Award in (name category) to (give name of your institution)

The initiative (give a summary of initiative/publication highlights).

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(Insert your institution's boilerplate.)

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