

# ENTRY CATEGORIES

**NOTE:** All Paragon entries are to be submitted electronically. Upload a PDF of the printed entry. If the category dictates, also add a photo of it in-use or on display. Include a description of the physical piece, including print specs, to help judges better visualize the entry. Please see best practices [HERE](#).

## PRINT

1. Academic Catalog or Class Schedule
2. Viewbook: Publication should be used primarily for student recruitment.
3. Annual Report: May be an annual report for the college in general, for the college foundation, or a combination of both.
4. Newsletter: Publication should be a maximum of 16 pages in length.
5. Magazine: More than 16 pages in length. Page count is not to include an embedded class schedule.
6. Brochure (Single or Series): Limit to three brochures in the series.
7. Booklet: Larger scale, multiple-page publications that often require special binding (saddle stitching, perfect binding, spiral binding, etc.). Examples include student handbooks, strategic plans, accreditation reports, facilities guides, graduation programs, athletic programs and the like.
8. Flyer (Single or Series): Single-page, one- or two-sided. No folds. Diecut/cardstock accepted. Size limited to 8.5x11 or smaller than 11 inches on the long edge. For a series, limit to three.

9. Postcard (Single or Series): Entries must be able to be mailed without an envelope and must meet U.S. Postal Service postcard requirements. No folded pieces allowed. For a series, limit to three.

10. Notes/Cards/Invitations (Single or Series): Includes thank-you cards, holiday greeting cards, invitations to special events, etc. For a series, limit to three.

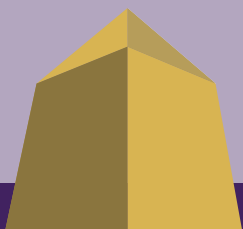
11. Poster (Single or Series): Make sure photo in-use or on display shows entire poster so judges can view overall size and impact. For a series, limit to three.

12. Print — Wild Card: Includes print materials that don't fit in other print categories – coloring books, calendars and specialty publications. Limit one item per entry.

## DIGITAL / ELECTRONIC MEDIA

**NOTE:** Provide a URL for each entry. **IMPORTANT!** Digital publications should be hosted online with interactive and dynamic features. Print documents that are simply saved as PDFs and posted online do not qualify.

13. E-Publications: Although a bit different in content, these are major college publications (i.e., catalog, class schedule, viewbook, annual report, etc.) that provide an overview of the college's programs, classes and services and are delivered in an e-format. Entry must not be entered into a print category.



14. E-Newsletter: May be targeted at either internal or external audiences as an email and/or web page that highlights news and updates on a weekly or monthly basis. Entry must not be entered into a print category.

15. E-Cards: Includes thank-you cards, holiday greeting cards, invitations to special events, etc., that are delivered in an e-format.

16. Website: Focus is on the college's main website.

17. Microsite/Landing Page: Focus is on individual pages or small clusters of pages that function as a discrete entity within the college's main website.

18. Podcast: Focus is on a podcast season. Limit to three episodes within the same season. Entries will be evaluated based on strategy, impact, content and execution. NOTE: Radio shows should be submitted under Wild Card.

## SOCIAL MEDIA

NOTE: For all social media categories, provide the URL, along with key analytics. Social media includes: Facebook, Instagram, TikTok, SnapChat.

19. Social Media Page: Focus is on your college's main social media page. Judging will be done in real time, and judges will look at design, content, frequency of posts, engagement, strategy and effectiveness.

20. Social Media Post or Story A: Share your favorite and/or most successful social media post that features a still (single or multiple) image or graphic.

21. Social Media Post or Story B: Share your favorite and/or most successful social media post that is a video (edited or unedited), boomerang, reel, etc.

## VIDEO

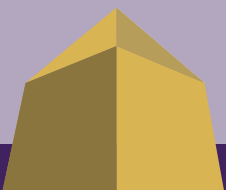
IMPORTANT! Video files should be housed on the college website, YouTube channel or other video-sharing site. Provide a URL for the entry. \*Be sure video entries meet all requirements and do not exceed the specified time limits.\*

22. Promotional Video — Short Form (2-5 minutes): Entries must be at least 2 minutes in length and not more than 5 minutes in length. Used for general recruitment, image building and brand awareness for the entire college or specific programs.

23. Promotional Video — Long Form (more than 5 minutes): Entries must be more than 5 minutes in length. Used for general recruitment, image building and brand awareness for the entire college or specific programs.

24. Video Shorts (Single): Entries may be no longer than 2 minutes in duration and are typically unpaid marketing or PR videos used on social media, YouTube or the college website.

25. Video Shorts (Series): Entries may be no longer than 2 minutes in duration and are typically unpaid marketing or PR videos used on social media, YouTube or the college website. Limit to three in the series.



# ENTRY CATEGORIES

## PHOTOGRAPHY/ ILLUSTRATION

26. Original Photography —  
Unmanipulated: Color or black-and-white. Color and saturation adjustments, blemish removal, and other minimal edits are acceptable. Include a brief statement of how the photo was used.

27. Original Photography —  
Manipulated: Color or black-and-white. Defined as substantial post-production edits, including the removal or addition of objects, major changes to hue/color/density, and software-generated edits. Submit original photo and manipulated photo. Include a brief statement of how the photo was used and how it was manipulated.

28. Logo Design: Provide a PDF of logo design and examples showing items with logo in use (limit to three samples).

29. Computer-Generated  
Illustration: These are illustrations created in Photoshop, Illustrator, Freehand or other digital art software. Provide a PDF of the illustration and an example of it in use. Items entered in this category may also be entered in other categories.

## ADVERTISING

30. Print Advertisement (Single or Series): For a series, limit to three.

31. Radio Advertisement (Single or Series): Typically :10, :15, :30 or :60 seconds. Spots can include internet radio in all forms. Provide total ad spend in dollars and a URL to listen to the entry. If submitting a series (limit of three), combine them in a single file with a single URL.

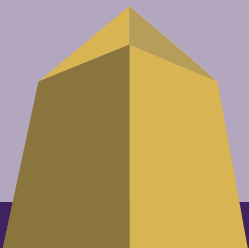
32. Television/Video Paid  
Advertisement (Single): 90-second maximum length. Includes ads with a call to action and used on TV and other video platforms like YouTube and mobile. Movie theater ads should be submitted in this category. Provide total ad spend in dollars and URL for the entry.

33. Television/Video Paid  
Advertisement (Series): 90-second maximum length per spot. Limit to three spots in a series. Includes ads with a call to action and used on TV and other video platforms like YouTube and mobile. Movie theater ads should be submitted in this category. Provide total ad spend in dollars and URL for the entry.

34. Digital Ad (Single or Series):  
Advertising formatted for various platforms (social media ads, Google ads, web banner ads, etc.). Note: Videos should be submitted under Quick-Turn Video category. Provide PDF, digital image or URL. For a series, limit to three.

35. Outdoor Signage/Displays (Single or Series): Entries may be billboards, banners, bus panels, vehicle wraps or other large-display advertising posted outdoors or in an outdoor setting. Submit artwork in digital format (PDF) and a photo of the entry in-use or on display. For a series, limit to three.

36. Interior Signage/Displays  
(Single or Series): Entries may be exhibit booths, displays, wall murals, window clings, directional signage or other displays designed for indoor use. Submit artwork in digital format (PDF) and a photo of the entry in use. For a series, limit to three.



## CAMPAIGNS

For all campaign entries, provide:

- the project's objectives;
- strategies and tactics developed to meet those objectives;
- the results and outcomes.

Combine all elements of the campaign in a summary that is saved as a PDF and optimized for quick download OR shared via a URL/shared drive. Limit to a maximum of 10 elements, that may or may not include: digital photos, URLs of communication pieces used in the implementation of the campaign such as press releases, fact sheets, brochures, posters, media coverage, radio and TV spots, videos, etc. Please make sure URL links provided are valid for at least 60 days following the submission deadline. Individual items included as elements of these campaigns may also be entered in other categories. The same event may not be entered in two different campaign categories.

### 37. Communication Success

Story or Crisis Communication

Campaign: Entries may focus on college-driven media or external media coverage of a feature or news based story, college event or program, or a college crisis. (Do not submit plans but examples of actual media coverage.)

### 38. Government or Community

Relations Campaign: Entries should be one of the following: an information or lobbying campaign on behalf of the college directed to legislators or elected officials; an information campaign to

educate the community about your college; a communication program regarding a unique class or program designed to help solve a community problem; or an information campaign to promote a college bond or property tax referendum.

### 39. Special Event or Fundraising

Campaign: Types of programs include college commencements, anniversaries, dedications, fundraising galas, annual giving campaigns or other college events.

### 40. Successful Recruitment or

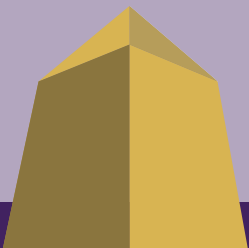
Marketing Program: Programs should be larger in scope than simple promotion campaigns but more targeted than a college's entire marketing plan for the year.

### 41. Social Media or Online

Marketing Campaign: A single program or campaign that promotes a central event, theme or idea and that uses messaging across a variety of platforms such as social, viral video, mobile, email, etc. Entries should show the plan and examples of its successful execution.

### 42. Successful Diversity, Equity and

Inclusion Marketing: Entries should target a non-majority student group. Examples include, but are not limited to, single parents, minority males, LGBTQ students, students with disabilities and international students. Images should reflect target audience. Entries will be judged on inclusive photography and messaging. Stock photography is permitted if target audience is not represented or underrepresented among current students.



# ENTRY CATEGORIES

## MISCELLANEOUS

43. Excellence in Writing — Short Form (up to 800 words): Electronic submission. Entries may include blogs, news briefs, articles and other short pieces published in print or online. The focus is on the quality of writing. Provide a Word document, PDF or URL, along with the word count.

44. Excellence in Writing — Long Form (more than 800 words): Electronic submission. Entries may include feature articles, personality profiles, opinion pieces and other longer pieces published in print or online. The focus is on the quality of writing. Provide a Word document, PDF or URL, along with the word count.

45. Logo Wear: Includes T-shirts, caps, jackets, scarves and other clothing items with the college's logo or those designed for special events. Provide the original artwork for the piece, along with a photo of it on display or on a model.

46. Novelty: Examples include cups, key-chains, stickers and other promotional items. Provide a photo of the item. Limit one novelty item per entry.

47. Wild Card: Includes marketing pieces that just don't fit anywhere else. Provide a PDF or photo of the item.

**50**  
NCMPR  
**BIG YEAR**  
*Big Easy*



2025 NATIONAL CONFERENCE  
NEW ORLEANS, LA

