

THE premier digital contest for B2B publishing



American Society of
Business Publication Editors

2009

Digital Azbees

Call for Entries

Awards of Excellence for business,
trade, association, and
professional publications



Featuring ASBPE's
Web Site of the Year
plus 16 new digital categories,
including:

- Online videos, slide shows, and podcasts
- Best use of social media reporting techniques
- Microsites/online special sections
- Trade show coverage
- Widgets and wikis

Visit www.asbpe.org to enter online



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President's Letter

Thank you for entering the 2009 Digital Azbee Awards!

I am proud to announce the inaugural Digital Azbee Awards of Excellence, the premier digital contest in B2B publishing. With 29 categories to choose from, the Digital Azbees will be the most competitive digital awards contest in B2B publishing.

This digital-only competition marks a further evolution for ASBPE, now 45 years old. In prior years, the society judged print and digital media together. That made sense when the types of electronic media to be critiqued—e-newsletters, blogs, and Web sites—could be easily subsumed within a single competition.

But given the advent of new means of electronic communication in recent years, ASBPE's National Board determined last year that it was time to spin off digital categories from the print competition and to significantly boost their exposure. Hence, the 16 new categories you see in this 2009 Call for Entries. Among them: Best Use of Social Media Reporting Techniques, Microsite/Special Section, Blog-Analysis/Commentary, Slide Show, Widget, and Wiki.

The creation of the Digital Azbees reflects, too, the growing importance of digital media in B2B publishing. Indeed, such tools as Twitter, social networking sites, podcasting, and content aggregation solutions are transforming the field—and the B2B editor's job—in ways that few imagined only a few short years ago.

Yet many of the general criteria of the Digital Azbees will be familiar to veterans of our print competition. Production values, usability, value to audience, organization of content, and (not least) good journalism remain the standards of excellence by which competition entries will be judged—and honored.

We thus look forward to seeing many of you at the Digital Azbee Awards of Excellence banquet, to be held in conjunction with ASBPE's first-ever Digital Symposium on Friday, November 6, at the Hyatt Regency San Francisco Airport in San Francisco.



Respectfully,

Warren S. Hersch
ASBPE National President
Senior Editor, *National Underwriter Life & Health*

CONTEST RULES (revised 8/09)

- All entries must have been published, posted, or emailed before January 1, 2008–September 1, 2009.
- Competition is open to any English-language, U.S.-based publication (a print magazine or newsletter, or a Web site, email newsletter, blog, or digital magazine), whose content is business-to-business oriented (i.e., business, trade, association, professional), and their editorial and design staff and freelancers. ASBPE membership is not required, but members will receive a discount on entry fees. Entering publications do not need to have an associated magazine or newsletter, except in the Multi-Platform category.
- Unlike the Print Azbee competition, entering publications neither need be listed in Standard Rate & Data Service's (SRDS) Business Publication Advertising Source nor accept paid advertising.
- There is no limit to the number of unique entries in a given category, except for Web Site of the Year, New Web Site, Web Site Redesign, all E-Newsletters, all Blogs, and Digital Magazine, in which case only one entry per digital publication is allowed in each. Editorial digital components of any category may be entered separately in other categories or as a component of a broader category.
- Entries improperly submitted may be rejected. Reasons can include, but are not necessarily limited to, not following instructions, not providing requested information and materials, or submitting an entry in the wrong category. At the discretion of the judges, entries may be moved to other categories. Judging decisions are final. Entry fees are non-refundable.
- If a password is required to access all or part of an entry, the entrant must provide a username and password to judges that will remain active until November 1, 2009.
- Entries may not be, or come from, custom publications that marry the marketing/self-promotional objectives of a sponsoring/owner company—much like a single-sponsored advertising supplement that has content. No advertorials or similar advertising-sponsored materials may be entered.
- All awards are national only. Gold, silver, and bronze awards typically will be given. Judges reserve the right to limit the number of awards in any category.
- All entries become property of ASBPE and may be reused in print or digital publications.

DEADLINE

Online entry system will close at 11:59 p.m. on September 8, 2009.

JUDGING

Each entry will be read by multiple, experienced judges with a background in business publications. Their introduction to each entry is a required statement describing the publication's mission, readership, the enterprising work that went into the entry, and its significance and usefulness to readers.

GENERAL CRITERIA

Judging in all categories, as relevant, is based on the following. Some categories have additional criteria.

- 1) Reporting, writing, editing, depth of information.
- 2) Information architecture/organization, design, presentation.
- 3) Ease of use, navigation, "findability."
- 4) Service/solution-based content, value, authoritativeness, usefulness to readers, linking for additional information.
- 5) The user experience, community, interactivity, user-generated content.
- 6) Effective use of rich media and other technology.
- 7) Journalism ethics, including clear distinctions between editorial and advertising.

ENTRY FEES

Individual categories: \$85 for members, \$105 for non-members.

Web Site of the Year and Multi-Platform: \$115 for members, \$135 for non-members.

Fill out an online membership form at www.asbpe.org to receive instant contest discounts!

ENTER ONLINE AT WWW.ASBPE.ORG

To enter online, please go to www.asbpe.org and follow the link for online submission. Detailed instructions for each category will be provided.

DIGITAL CATEGORIES

1) WEB SITE OF THE YEAR

Entries are judged on the General Criteria (see page 3). Submit URL and passwords. **Note:** First-year Web sites are not eligible.

2) MULTI-PLATFORM—GENERAL EXCELLENCE

The Multi-Platform category recognizes the clear coordination of print and digital media packages (e.g., Web sites, e-newsletters, blogs, Webinars, a database, widgets, Twitter feeds, on-line communities, slide shows, videos, or podcasts) in the presentation of a **single topic**. Entrant must submit a package that contains one example of a print magazine or newsletter article or series of articles (submit as a PDF only; no hard copies). For the digital materials, submit URLs and passwords or PDFs.

Along with the General Criteria, judges will examine the coordination of print and digital media that makes excellent use of the qualities of both approaches and that show clarity and originality in relating the print and digital forms.

3) NEW WEB SITE

Entries in this category are limited to Web publications posted for the first time (not redesigns, which should be entered in category 4). Entries are judged on the General Criteria. Submit URL and passwords.

4) NEW! WEB MICROSITE/SPECIAL SECTION (NON-TRADE SHOW/CONFERENCE)

This category is for a cluster of Web pages that is meant to supplement the primary site with specialized content typically of a single theme or topic. The landing page for the section likely has its own domain or subdomain name. Along with the General Criteria, the microsite will be judged on its cohesiveness to the rest of the Web site in which it sits. Submit URL and passwords.

5) MEMBERS/SUBSCRIBERS-ONLY PREMIUM CONTENT

Along with the General Criteria, judges will look at the volume and variety of Web site premium content offered to members or subscribers only. Submit URL and passwords.

6) NEW! TRADE SHOW/CONFERENCE COVERAGE

Honors editorial coverage prepared on site at a trade show/conference written exclusively for the Internet, such as digital-only show dailies. Submit ALL on-site content of the show coverage, along with a PDF showing the trade show/conference program schedule. Along with the General Criteria, judges will examine the enterprising nature of the reporting, packaging (e.g., microsite/special section), and use of other digital story-telling techniques. Submit URL, PDF with live links and rich media, and passwords.

7) WEB DATABASE

Entries in this category may include directories, product guides, product or services ratings, industry research statistics, or other database-related content. Along with the General Criteria, judges will look for evidence of frequent updating, functionality, methodological discussion, ease of database information search, comprehensiveness of the data, and variety of workable formats. Submit URL and passwords.

8) WEB NEWS SECTION

Entries in this category must be either a significantly expanded version of the print publication's news section or a separately prepared news section. Along with the General Criteria, judges will look for timeliness, evidence of frequent updating, examples of interpretive reporting, infographics, and links to additional information. Submit URL and passwords.

9) NEW! BEST USE OF SOCIAL MEDIA REPORTING TECHNIQUES

Submit one digital story that has used "crowd sourcing techniques" (e.g., using an "open call" via a social media tool such as Twitter to obtain the crucial elements of a story). **Note:** Submission must include documentation showing techniques used. Submit URL, PDF, and passwords.

10) NEW! INTEGRATED SOCIAL MEDIA COMMUNITY

This category judges how well a Web site has integrated interactive, social-networking tools. Along with the General Criteria, judges will examine the entry points from the home page

to interactive communities, discussion forums, blogs, etc., and the volume and variety of reader participation. Submit URL and passwords.

11) ORIGINAL WEB COMMENTARY

Enter two articles written exclusively for the Web (neither a blog post nor an article recycled from print) by one member of the full-time editorial staff. The commentary should analyze or interpret issues pertinent to your readers. Along with the General Criteria, judges will evaluate persuasiveness, rhetorical logic, and timeliness. **Note:** Do not submit straight news reporting. Submit URL and passwords.

12) NEW! WEB FEATURE ARTICLE

Submit one complete, in-depth feature story (neither a blog post nor an article recycled from print). Along with the General Criteria, skillful presentation, use of social media, and other digital storytelling techniques will be evaluated. **Note:** Neither breaking news nor step-by-step, how-to articles should be entered here. Submit URL and passwords.

13) NEW! WEB STEP-BY-STEP/HOW-TO ARTICLE

Submit one complete article (neither a blog post nor an article recycled from print) that walks the reader through the steps necessary to perform a particular activity. Along with the General Criteria, judges look for writing that enables the reader to easily apply the process, skillful presentation of the process, and use of other digital storytelling techniques. Submit URL and passwords.

14) DIGITAL MAGAZINE—GENERAL EXCELLENCE

Enter two complete, consecutive issues. Along with the General Criteria, judges will examine volume and variety of additional editorial content, editorial rich media (e.g. embedded audio, video, database), and ease of use not normally found in a printed version of the magazine. Submit URL and passwords.

**15) E-NEWSLETTER—
GENERAL EXCELLENCE**

Enter two complete issues of your E-newsletter with active links. Along with the General Criteria, judges examine the email subject line, efficacy of item summaries or teasers, and content marketing qualities. Entrants will be provided with an email address in which to submit e-newsletter samples.

16) E-NEWSLETTER—NEWS

Enter two complete issues of your E-newsletter that has predominately breaking news content. Along with the General Criteria, judges examine the email subject line, efficacy of item summaries or teasers, and content marketing qualities. Entrants will be provided with an email address in which to submit e-newsletter samples.

**17) E-NEWSLETTER—TIPS/
HOW-TO/SERVICE JOURNALISM**

Enter two complete issues of your E-newsletter that has predominately tips/how-to/service content. Along with the General Criteria, judges examine the email subject line, efficacy of item summaries or teasers, and content marketing qualities. Entrants will be provided with an email address in which to submit e-newsletter samples.

**18) NEW! E-NEWSLETTER—
SPECIAL ISSUE**

Submit one E-newsletter that is specifically devoted to a single topic or special niche within your general market. Along with the General Criteria, judges examine the email subject line, efficacy of item summaries or teasers, and content marketing qualities. Entrants will be provided with an email address in which to submit e-newsletter samples.

19) BLOG—GENERAL EXCELLENCE

Enter one blog (not an individual blog post) written by an individual or a group. Entries will be judged on overall user experience. Along with the General Criteria, judges will look for blog archives; access to RSS feeds or email alerts; search function and adequate pre-existing categories of content; complete blogger contact and bio information; sufficient volume and variety of user-generated content along with reasonable privacy and editorial policies; and usefulness of mission. Submit URL and passwords.

**20) NEW! BLOG—
HOW-TO/TIPS/SERVICE**

Enter one blog (not an individual blog post) written by an individual or a group. Entries will be judged on overall user experience. Along with the General Criteria, judges will look for writing that enables the reader to easily apply tips or how-to information; blog archives; access to RSS feeds or email alerts; search function and adequate pre-existing categories of content; complete blogger contact and bio information; sufficient volume and variety of user-generated content along with reasonable privacy and editorial policies; and usefulness of mission. Submit URL and passwords.

**21) NEW! BLOG—ANALYSIS/
COMMENTARY**

Enter one blog (not an individual blog post) written by an individual or a group. The commentary should analyze or interpret issues pertinent to your readers. Entries will be judged on overall user experience. Along with the General Criteria, judges will look for persuasiveness, rhetorical logic, and timeliness; blog archives; access to RSS feeds or email alerts; search function and adequate pre-existing categories of content; complete blogger contact and bio information; sufficient volume and variety of user-generated content along with reasonable privacy and editorial policies; usefulness of mission. Submit URL and passwords.

**22) NEW! PODCAST—
ISSUE-ORIENTED**

Submit one issue-oriented podcast. Podcasts should be between no longer than 15 minutes. Along with the General Criteria, judges will examine insightfulness and production values (e.g., audio quality, effective articulation, engagement of content and speakers). **Note:** Step-by-step/how-to podcasts should not be entered here. Submit URL, passwords, name of podcast, and length.

**23) NEW! PODCAST—STEP-BY-
STEP/HOW-TO**

Submit one podcast that demonstrates step-by-step, how-to instruction for accomplishing a task. Podcasts should be no longer than 15 minutes. Along with the General Criteria, judges will examine insightfulness and production values (e.g., audio quality, effective articulation, engagement of content and

speakers), and other factors that demonstrate a podcast was the best medium for the content. Submit URL, passwords, name of podcast, and length.

**24) NEW! VIDEO—
ISSUE-ORIENTED**

Submit one topic-oriented video. Along with the General Criteria, judges will examine insightfulness, production values (e.g., audio and video quality, effective articulation, engagement of content and speakers), and other factors that demonstrate video was the best medium for the content. **Note:** Step-by-step/how-to videos should not be entered here. Submit URL, passwords, name of video, and length.

**25) NEW! VIDEO—
STEP-BY-STEP/HOW-TO**

Submit one video that demonstrates step-by-step, how-to instruction for accomplishing a task. Along with the General Criteria, judges will examine insightfulness, production values (e.g., audio and video quality, engagement of content and speakers), and other factors that demonstrate video was the best medium for the content. Submit URL, passwords, name of video, and length.

26) NEW! SLIDE SHOW

Submit one published slide show of images related to a story covered by your publication. Submit URL and passwords.

27) NEW! WIDGET

Enter one editorial-related “widget,” (a Web mini-application or tool) that your publication uses for itself or for use by readers. Along with the General Criteria, judges will evaluate the widget’s capability to add new editorial content, functionality, and/or community to your Web site. Submit URL and password.

28) NEW! WIKI

Enter one editorial-related “wiki” (a Web application that facilitates user interaction). Along with General Criteria, judges will evaluate the wiki’s capability to add new editorial content, functionality, and/or community to your Web site. Submit URL and password.