

ENTRY FORM

DEADLINE

Monday, March 23, 2009

GENERAL INFORMATION

NAME OF PUBLICATION OR WEBSITE www.reflectionsprogram.org

Reflections: Body Image Program

ORGANIZATION Delta Delta Delta

ORGANIZATION'S ADDRESS 2331 Brookhollow Plaza Drive

ORGANIZATION'S CITY, STATE, ZIP CODE Arlington, Texas
76006

ORGANIZATION'S PHONE NUMBER 817-633-8001

EDITOR'S NAME Georgia M. Calaway

EDITOR'S EMAIL gcalaway@tridelta.co.org

PERSON SUBMITTING ENTRIES (IF DIFFERENT FROM EDITOR) _____

PERSON SUBMITTING ENTRIES EMAIL _____

CONTRIBUTORS

Name and role of ALL responsible for entry.

Susan Woda Senior Director, Tri Delta
NAME TITLE OR POSITION

Bruce Tria Affinity Marketing Designer
NAME TITLE OR POSITION

NAME TITLE OR POSITION

GUIDELINES AND RULES

- This form and the Judges Comments Form must be attached to each entry.
- All Entries must be received on or before Monday, March 23, 2009. Entries received after Friday, March 14th will not be considered.
- Material submitted for entry must have been printed between January 1st and December 31, 2008, to be eligible.
- Reproduce as many of these forms as needed.
- Please include pronunciations for difficult titles or names.

SUBMISSION PROCESS

A completed Entry Form and Entry Checklist must be submitted for each entry.

Completed entries should be submitted to:

Cara Augspurger
FCA Awards Committee
Alpha Sigma Phi Fraternity
710 Adams St.
Carmel, IN 46032

Direct Questions to:
Steve Latour, Awards Chair
317-843-1911 ext. 235

A confirmation email will be sent to the person responsible for submission.

award submission: 710 Adams St. Carmel, IN 46032

JUDGES COMMENTS FORM

GENERAL INFORMATION

TITLE OF ENTRY BEING SUBMITTED Reflections Web Site

ORIGINAL DATE OF PUBLICATION Fall 2008

NAME OF ORGANIZATION Delta Delta Delta

JUDGES' COMMENTS

The space below will be used to record any comments judges may have on your entry. Forms will be returned to you following the annual conference.

CATEGORIES ENTERED

Check all that apply. Please refer to the award descriptions for complete entry details.

WRITING CATEGORIES

- News Feature Article (Short)
- News Feature Article (Long)
- Human Interest Article
- Personality Profile Article
- Editorial Comment Article
- Greek Life Article

DESIGN CATEGORIES

- Cover Design
- Two-page or Less Layout
- Promotional Design
- Feature Article Design
- Logo Design
- Critic's Choice Design
- Printed Material Innovative Design

CONTENT/DESIGN CATEGORIES

- Story Packing
- Innovative Handling of Routine Material

COMMUNICATION CATEGORIES

- Annual Report
- Multimedia Presentation
- Comprehensive Media Campaign
- Newsletter
- eNewsletter
- Website
- Campaign Specific Website
- Manual or Handbook
- Publications Improvement

DISTINCTION CATEGORIES

- Fred F. Yoder Award for Overall Excellence
- Award for Total Communications
- Evin C. Varner, Jr. Award
- Marilyn Simpson Ford Award

award submission: 710 Adams St. Carmel, IN 46032

FCA Award Submission: Web Site Entry Abstract

The *Reflections: Body Image Program* Web site was designed to appeal to and engage women of all ages, although the primary audience are collegians. The site is set up to define body image, outline the issue, explain the *Reflections* program and provide a call-to-action. The site also has easy access to news, tools and applications. First launched in the fall 2008, the *Reflections* Web site has been a key element in Tri Delta's efforts to fight the "thin ideal" and to help sorority women establish and maintain positive body image perceptions.