

"Gleason, Jeanne" <jgleason@ad.nmsu.edu>
To: All mediaproductions <mediaproductions@nmsu.edu>
Cc: Carol Byrd-Bredbenner <bredbenner@aesop.rutgers.edu>
[Mediaproductions] ACE Gold Winner for Don't be Gross - Class 46 — Marketing and media relations programs for targeted publics.

March 26, 2013 11:40 PM

Dear team:

We are delighted to hear that Don't be Gross won ACE Gold in the Marketing and Media Relations programs for targeted publics and as such is being considered for an additional top award in the Diversity Class.

I will keep you informed

On Mar 26, 2013, at 1:02 PM, "Young, Holly" <Holly.Young@unh.edu> wrote:

Dear Jeanne,

Your C&A Award entry "Don't Be Gross" (2013-0646) has been critiqued in ACE C&A, and is the gold award winner in Class 46 – congratulations! We hope you can come to the ACE/NETC conference in June to receive the award and to share your work. Reviewer comments are included below.

Please do not hesitate to contact me via email (holly.young@unh.edu) with any questions that you may have.

Thank you again for submitting your work to ACE C&A.

Best regards,

Holly Young, Becky Koch
ACE C&A

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REVIEWER COMMENTS:

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Reviewer #1:

1. Entries in this category must target a special public "with respect to age, class, ethnicity, gender, physical and mental ability, race, sexual orientation, spiritual practice, and other human differences" (Pathway to Diversity: A Strategic Plan for th
Diverse youth populations.

2. Judge:
Kathy Lechman

3. Planning
Score: (Possible 35)

It is clear that this took a lot of time and effort to plan and execute. 35

4. Quality of materials and message
Score: (Possible 35)

35 Excellent, right length of time and still got point across.

5. Evaluation

Score: (Possible 30)

29

6. Total:

Award:

99

7. Judge's comments:

This is a great tool, it made me want to wash my hands again and again. One concern is that there were not many different ethnicities represented and if this is supposed to appeal to a wide range of youth then there should be even more visible racial/ethnic diversity and consider adding someone with a disability.

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