



Web Awards of Long Island

WALI Official Rules & Guidelines 2000

Eligibility

To be accepted as eligible, an Entry must meet the following requirements:

- Site must have been developed and produced on Long Island (Nassau & Suffolk Counties) with the following qualifiers:
 - Any company or individual, private or public, profit or non-profit submitting an entry must have its Headquarters on Long Island (Nassau & Suffolk Counties).
 - Any agency submitting an entry must have its Headquarters on Long Island (Nassau & Suffolk Counties). The customer/owner of the Web site doesn't have to reside on Long Island (Nassau & Suffolk Counties).
 - For personal/individual Web sites, the person must reside on Long Island (Nassau & Suffolk Counties).
- Web site must have been launched or totally redesigned during the calendar years January 1, 1999 to December 31, 2000.
- All sites must be currently accessible to the general public except intranet sites.
- All intranet site's must provide access to their site via a password or recreate with mock up information that replaces any sensitive information the client might not want to have viewed.
- A Web site may not be entered more than once.
- Entry must fit into **one** of the defined categories and may not be submitted in multiple categories. Sites that require a fee are eligible if they offer a free trial period for the judge's review.
- Sites requiring registration are permitted.
- There is no limit to the number of entries that may be submitted by any entrant. A complete entry form and separate fee must accompany each submission.
- Valid Entries must be in compliance with all the required entry information, rules and payment requirements. Non-compliance with any conditions, terms or rules may result in disqualification of an entry. Ineligible entries may be disqualified during any phase of the competition.
- Offensive Material - Sites that contain pornographic material, propagate "hate" messages, or which are otherwise extraordinarily offensive are not eligible. This will be determined by the WALI Judges Oversight Committee.

Award Categories

This year the LIWDG WALI will recognize achievement in the following categories:
Entries must be received by January 12, 2001.

1. Arts, Culture, Entertainment, Humor & Sports

Web site's that display art, about the arts or cultural heritage, all forms of entertainment and leisure activities including TV, music, radio, film and comedy. Sports sites include events, data/statistics, culture and history. Arts does not include sites that focus on marketing a design group or artist. (i.e. a design shop's corporate site.) No fan sites.

2. Banners Ads

Banners that focus on marketing campaigns that support a Web site. Banner ads include industry-standard advertising banners (468x60), tile ads (125x125), and skyscraper ads (125x600).



3. Children

Sites that provide services, entertain or educate children younger than 17.

4. Commerce

Sites that enable transactions for goods and services online.

This category includes both:

- B2B – Customers must be other businesses
- B2C – Customers must be a consumer

5. Education

Sites that promote education, enable learning, provide online curriculum for adults or children, enable educational research or provide resources for educators.

6. Games

Sites that offer individual or multi-player games developed for and playable online & accessible from a URL. The actual game will be judged, not the site containing it. For example, if you developed a game that is featured on a Web site, i.e.: Shockwave.com, it is your game that will be judged, not the site it is featured on. Sites such as Shockwave.com should be entered in the entertainment category.

7. Health & Science

Sites that provide health related information, resources, products and/or services that improve personal health. News sites, health information, online diagnosis, medicine, alternative medicine, mental health or fitness. Science sites include those that distribute information, science exploration, exhibits, museums, organizations, laboratories, and academic institutions.

8. Intranets & Extranets

Any company site that is accessible to internal company employees or one that allows external access to their intranet via password access to others (vendors, suppliers etc) to increase performance and value to their business.

9. Living & Travel

Sites that provide content about daily living. Sites may include gardening, home improvement, food, parenting and like subjects. As well as sites that provide travel services, online travel guides, tools for purchasing of tickets, finding of hotels, places of interest and travel writing.

10. Multimedia

Sites that are designed or developed for intensive interactive content. Sites may include video, animation, and like technologies. May be a complete site developed in a new technology or a component of a site that uses new technology (i.e., Flash splash page for a site).

11. News, Media & Publications

Sites that provide news and media; general news, online news, sites developed for recent happenings and Web e-zines.

12. Non-Profits & Public Services

Sites that support government and non profit effectiveness by providing information and services to the general population.

13. Personal Web Site

These are personal sites created by an individual. These include hobbies and family sites. These do not include sites that are constructed to market your portfolio or your personal business. Includes fan sites.



14. Professional Services

These include sites that provide information and professional services and that promote a service. These include but are not limited to sites for ad agencies, Web site developers, recruiters, real estate agencies, doctors, dentists, legal firms, personal portfolios, etc.

15. Judges Choice Award

The judge's will choose the "Best of Show" site from the winners in each of the 14 categories.

Judging

Judging Criteria

The Judging Criteria will be weighed equally by the judges. The Judging Criteria will be applied in the context of the Award Category definitions.

A great Web site demonstrates the capability of the internet to streamline applications, produce practical results & benefits and be innovative.

It opens communication, knowledge and information to those who had limited or no access before, encourages communication, represents a new way to meet the needs of targeted groups of people and empowers its users. It provides motivation for people to use the information.

In addition, it produces benefits, high usability, is sustainable, economically viable and incorporates cutting-edge tools, applications and services.

The judging committee will judge Web sites based on:

- Design
- Content
- Functionality, Structure & Navigation
- Originality & Innovation
- Professionalism & Effectiveness

Judging Categories:

Design

Design is the appearance of the site. It is not necessarily cutting edge, but it needs to capture the user visual senses. Engaging image selection and good visual design that is appropriate and relevant for the audience and conveys the Web site's consistent theme and message.

Content

Good content should be engaging, relevant, and appropriate for the audience. It is clear and concise, has a point of view and a voice. It empowers users, is informative and useful. Interactivity with the user encourages them to stick around. It creates an interaction with the user. It includes searches, chat rooms, e-commerce and gaming. It is not static.



Functionality, Structure & Navigation

Functionality is the use of technology on the site. It means the site loads quickly, has live links, and any new technology used is functional and relevant for it's audience. The site should work cross-platform and be browser independent except intranets & extranets that may be built for a specific browser. Structure and navigation refers to how the information is organized and how a user moves through the site. It is a consistent roadmap that allows you to find what you need, when you need it, quickly and easily. It promotes usability.

Originality & Innovation

It provides a unique new way to meet the needs of targeted people or groups and motivates them to use the site differently. It could engage the users emotional senses with audio or video. It may incorporate cutting edge technologies, tools, applications and services. Where applicable, it uses database integration of front end and back end operations and applications.

Professionalism & Effectiveness

The Web site's overall experience encompasses content, structure and navigation, design, functionality and interactivity. Yet it also focuses on the intangibles. It gives the user what they expect to find when they get there. It is the things that make a user want to stay or go. A Web site is more than the sum of its parts.

Entry Form

Please use this form as a worksheet. All entries will be accepted ONLY through our online entry form.

A. ENTRY INFORMATION

1. Category (select one): _____

- | | |
|----------------------|-----------------------|
| Arts & Entertainment | Banner Ad |
| Children | Commerce |
| Education | Games |
| Health | Intranets/Extranets |
| Living & Travel | Multimedia |
| News & Media | Non-Profits |
| Personal Web site | Professional Services |

2. Web site URL: _____

3. Launch Date (mm/yy): _____

4. Title of Entry (8 word maximum) Please provide a descriptive name for your entry:

5. Contact Information:
Salutation (Mr., Ms., Dr., etc.) _____
First Name _____
Last Name _____
Title _____



Company/Organization _____
 E-mail _____
 Company E-mail (for publication on WALI Web site) _____
 Phone _____
 Fax _____
 Address _____
 City _____
 State _____
 Zip Code _____

6. How did you hear about the WALI? (circle one)
- Advertisement
 - Article/News story
 - Web site ad or link
 - Newsgroup/listserv posting
 - Other LIWDG Awards Entrant
 - Awards Sponsor
 - Awards Judge
 - Friend or Colleague
 - Other - Please list source _____

7. Provide a summary description of your Web site: (100 word maximum)

8. If there is a special way to access your site (an intranet/extranet site with a password-protected area or online guided tour, for example), please describe it in detail here. Only Judges and LIWDG Awards staff will use these instructions.(100 word maximum)



9. What are the key objectives of your site? Specifically, what need(s) was it created to address? (100 word maximum)

The LIWDG WALI Awards are not liable for any copyright infringement on the part of the entrant. Submission of an Entry Form constitutes full and unconditional agreement to and acceptance of the Official Rules.

Winners

There will be five finalists chosen in each Award category. Judges will select one LIWDG WALI Award winner and 2 certificate honorees in each of the Award categories. The decisions of the Judges are final.

Winners in each of the Award categories will receive:

- WALI award statue

Top Two (2) Finalists in each of the Award categories will receive:

- A LIWDG WALI Silver Certificate indicating their status as a WALI finalist
- A LIWDG WALI Bronze Certificate indicating their status as a WALI finalist

The WALI will be awarded to the company/individual submitting their site or a designated representative. The contact person identified for each winner will be notified by the WALI staff via e-mail address provided in the entry form.

All Winners and Finalists will be posted on the LIWDG WALI Web site <wali.liwdg.org>.

Obligations of Winners & Finalists

Should an entry be selected as a winner or finalist, the entrant agrees to send a representative to the LIWDG WALI awards event in order to receive the award in person.

The LIWDG WALI awards are not liable for any copyright infringement on the part of the entrant. Submission of any entry acknowledges the right of the LIWDG WALI awards to use it for exhibition and publication in any medium. Winners may be featured in a LIWDG education and information program.



Entry Fees & Deadline

Important Dates

Call for Entries: December 15, 2000
Entry Deadline: January 12, 2001
Announcement of Finalists: February 15, 2001
Awards Exhibit, Dinner & Ceremony: March 15, 2001

Entry Fees

The entry fee for LIWDG members is \$35 per Web site entry.
The entry fee for non-LIWDG members is \$75 per Web site entry.
Membership to LIWDG is \$50 per year if not an AIP (Association of Internet Professionals) member.
Membership to LIWDG is \$25 per year if an AIP member.

A completed entry form with the associated entry fees must accompany every entry.

Payment may be made by credit card (Visa, MasterCard, or American Express) or by check or money order made payable to "LIWDG" and sent to:

LIWDG WALI Awards
P.O. Box 375
Dix Hills, NY 11746

Entry fees are not refundable.

Deadline

The deadline for all entries is January 12, 2001. Complete entries must be received by this date to be considered.

Acknowledgement of Entries

Entrants will receive an email acknowledgement when their entry form has been received.
The finalists in each LIWDG WALI Award category will be notified as soon as the judging is completed.

How to Enter

All entries will be accepted via our online entry form at <wali.liwdg.org>.