

ALASKA PROFESSIONAL COMMUNICATORS (formerly Alaska Press Women) 2009 COMMUNICATIONS CONTEST

Contest Committee:

Carolyn Rinehart, Coordinator

Amy Murphy

Elise Patkotak

Kay Vreeland

Address entry questions to Carolyn Rinehart (ccrinehart@gci.net) or Elise Patkotak (TheParrot@aol.com).

General Rules

Purpose

The purpose of the APC Communications Contest is to improve professional skills by recognizing excellence in communicating. The message is what is important. The message – how well it communicates, how it is directed to its intended audience, how well it achieves its objectives – is the judging standard.

Eligibility

Contestants must be:

(a) Professional, student, or retired members of Alaska Professional Communicators; or

(b) Residents of Alaska who pay nonmember entry fees.

To enter the contest as an APC member, you must have paid 2009 dues by the state contest deadline of Feb. 5, 2009. (New members must be approved by the APC board, which may do so after the deadline.) APC entries that receive a first place award in the Alaska contest will be entered in the national contest.

To enter the contest as a nonmember, submit your entry with the entry form and nonmember fee to the contest committee. If your entry wins first place in the state competition, you will receive full credit for your win, but you must join APC for your entry to be forwarded to the national contest. (This is an NFPW rule.)

Entry forms are on the APC Web site (www.akprocomm.org), or they can be ordered from the APC contest coordinator.

APC deadline

February 5, 2009 – Entries must be postmarked by Thursday, Feb. 5, 2009. No late entries will be accepted. (There is no separate deadline for books as in the past.)

Publication dates

All entries must have been published, issued, broadcast, printed or e-published from Jan. 1, 2008, through Dec. 31, 2008.

The governing date is the date the broadcast was aired, the date printed on the publication, or the date e-published. If the entry is a series, use publication date of the final article as entry date, which allows the beginning article to have been published in the previous contest year.

Entry regulations

Entries that receive a first place award (no ties) in the APC contest are forwarded by the state contest director to the national contest manager. (Nonmember entrants placing first must join APC for their entries to be forwarded.) Entries must conform to national contest categories. Entries submitted in the wrong category or sub-category, not properly labeled or failing to have all required written statements will be disqualified.

No entry may be submitted in more than one category or sub-category.

CLARIFICATION: Stories may be entered in writing categories, while the page, supplement, publication or Web site that bears that story also may be entered in editing categories. It is not the intent to prevent a writer and an editor from entering their individual work when work by both contestants appears in the same publication or broadcast.

Entries in all categories except editing, producing, or public relations and advertising brochures must be entirely the work of the entrant.

EXPLANATION: In Print Media categories 11 through 16, the editor or the producer may not have done all work on the page or publication. Also, few persons in advertising or public relations are totally responsible for any item, ad, brochure, or direct mail campaign. The team principle usually applies. Therefore, the entrant should be the creative planner, responsible for seeing "the message" through; the content director; or the copywriter.

Entrants who collaborate on material may enter together, but EACH MUST be an APC member for the entry to be sent to the national contest. Duplicate certificates will be awarded those winners.

The contestant's entry form must list his/her role in creating the entry. Example: Creative coordinator and copywriter; or copywriter and layout; etc. Each co-entrant should also have his/her role listed.

Note special instructions printed for entries in each of the contest divisions, such as "print media," "photography," "internet communications," etc., with specific details printed for some of the categories. **If these instructions call for a written statement to accompany the entry, the lack of that statement automatically will disqualify the entry.**

Co-entrant submission procedure

If the entry has co-entrants, attach an 8-1/2 x 11" page listing all the co-entrant(s): name, role in the project, company, address, phone number and e-mail. Use a paper clip to attach this single page to the back of the entry form. The co-entrant(s)' names should be listed as they would appear on an award certificate.

Packaging of entries

Each entry, with its entry form, **MUST** be placed in a separate 9" x 12" manila envelope (use next size larger if entry is too snug to slip easily in and out of the envelope). Do not use envelopes that open on the side, as the entries are stored and handled vertically. Tuck the flap of the envelope in behind the entry. Enclose a check for the entry fee. Contestants with more than one entry may combine the fees into one check.

When looking at the FRONT or "address" side of the envelope, hold it vertically with the open end up, and clearly write the entrant's name, affiliate state, category number and sub-category letter **on the top right-hand corner** of the envelope. If there are co-entrants, write each entrant's name on the envelope. No other writing on the outside of the envelope, please. **Do NOT fasten or seal the envelope.**

If you mail your entries, please enclose the 9" x 12" envelope (entry envelope) in another slightly larger, sealed envelope for mailing. (More than one entry envelope may be mailed in one larger envelope.)

Return of entries

Entries in the APC contest that are not sent forward to national competition will be returned to the entrant.

Entries in the APC contest that are forwarded to national competition may not be returned. Do not enter irreplaceable items in the contest. Entrants should **NEVER** send a "one-and-only" entry. Duplicate all slides, audiovisuals, audiotapes, CDs, etc.

Books sent to the national contest will be returned to the entrant if a \$10 return fee is paid. The APC contest committee will contact you about this if your book is sent forward. Unclaimed books will be given to the conference host affiliate for donation to a local library.

Judges' comments will be returned at both state and national levels.

Awards

Awards in any given category or sub-category will be limited to first, second and third place and honorable mention. No first-place ties are allowed. Awards are to be given only if the judge deems them merited. Judges' decisions will be final.

All awards will be honorary, except those for ***national*** sweepstakes winners. National sweepstakes winners are determined by a point system based on the number of entries per category. The individual sweepstakes winner will receive a plaque and \$250, first runner-up \$150, and second runner-up \$100. The affiliate with the highest number of points will receive \$100.

Fees

\$20 per entry for current members of Alaska Professional Communicators;
\$30 per entry for nonmembers.

Make checks payable to Alaska Professional Communicators. Enclose a completed 2009 entry form with each entry.

Send entries to:
Carolyn Rinehart
APC Contest Coordinator
12549 Alpine Dr.
Anchorage, AK 99516

(Contest categories begin on next page.)

2009 NFPW COMMUNICATIONS CONTEST: Divisions and Categories

- **Print Media** (Categories 1 – 17)
- **Photography** (Categories 18 – 22)
- **Radio/Television** (Categories 23 – 31)
- **Internet Communications** (Categories 32 – 35)
- **Advertising**
 - **Print Media Advertising** (Categories 36 – 39)
 - **Electronic Media Advertising** (Categories 40 – 41)
- **Public Relations/Promotion/Publicity**
 - **Communications Programs and Campaigns** (Categories 42 – 46)
 - **PR Printed Materials** (Categories 47 – 54)
 - **Information for the Media** (Categories 55 – 57)
- **Speeches** (Category 58)
- **Collegiate** (Categories 59 – 68)
- **Achievement/Research** (Categories 69 – 71)
- **Books/Fiction/Verse** (Categories 72 – 78)

NFPW CONTEST DIVISIONS AND CATEGORIES

PRINT MEDIA

Categories 1 through 17

(Paid or unpaid circulation)

General instructions: A tearsheet (full page or pages containing the article, special page, etc.) must be submitted for entries published in newspapers or other publications. Clearly mark the tearsheet by highlighting or underlining the headline or title. Photocopies or print PDFs of tearsheets are permitted when originals are not available, but they must show publication name and date of issue printed on the page.

Note: A single story OR a package (story, sidebar(s) and/or related information boxes) published on a single day constitutes one article. Each article may be entered only once. A story entered as a single feature or news story cannot also be entered in a multi-part category such as series. Sections, special editions, and publications must be submitted in their entirety. Sections and supplements should indicate clearly that they are part of a larger publication.

1. News reporting

Submit ONE (1) article. **Judges will consider** planning and general organization of story, initiative in obtaining story, news writing, readability and impact.

- A. Non-daily newspaper
- B. Daily newspaper
- C. Publication/magazine/supplement for general or specialized circulation, including internal publications

2. Continuing coverage or unfolding news

Open competition. Submit a maximum of SIX (6) articles representing the course of the story. The entry date is the date of the final article, which must be on or before Dec. 31 of the contest year. A one-page written statement noting general chronology of the unfolding news and any special circumstances or events related to the topic **MUST** be included with the entry.

Judges will consider the writer's ability to stick with the story, the handling of the subject, writing style, readability and thoroughness of coverage (e.g., a trial underway with daily coverage, or surprising new facts discovered at a later date on a story that is not a planned series).

3. Investigative reporting

Open competition. Entry should demonstrate entrant's ability to provide treatment of an issue that has an impact on the publication's coverage area but that has not received prior coverage or would not have been told without the reporter's diligence in uncovering or reporting the subject. Submit a maximum of SIX (6) articles representing the course of the story. The entry date is the date of the final article, which must be **on or before Dec. 31 of the contest year**. A one-page written statement **MUST** accompany the entry. It should include the entrant's role in preparing the coverage, chronology of events, current status of issue covered and any unusual circumstances or difficulties encountered in preparation of the series. **Judges will consider** the initiative, thoroughness of research, documentation, clarity of writing and/or presentation and technical excellence.

4. Enterprise reporting

Open competition. Entry should demonstrate entrant's ability to expand on and add in-depth information to an issue that already has been reported and had an impact on the publication's coverage area. Submit a maximum of SIX (6) articles representing the course of the story. The entry date is the date of the final article, which must be **on or before Dec. 31 of the contest year**. A one-page written statement **MUST** accompany the entry. It should include the entrant's role in preparing the coverage, chronology of events, current status of issue covered and any unusual circumstances or difficulties encountered in preparation of the series. **Judges will consider** the initiative, thoroughness of research, documentation, clarity of writing and/or presentation and technical excellence.

5. Special series

Open competition. Submit a minimum of THREE (3), but not more than SIX (6) developed articles. The articles must be numbered or must otherwise indicate with an editor's note, a consistent series title or a logo that the articles were intended as a series, published either over time or in the same issue. The entry date is the date of the final article, which must be **on or before Dec. 31 of the contest year**. A one-page written statement **MUST** accompany the entry. It should include the entrant's role in preparing the coverage, chronology of events, current status of issue covered and any unusual circumstances or difficulties encountered in preparation of the series. **Judges will consider** the initiative, thoroughness of research, documentation, clarity of writing and/or presentation and technical excellence.

6. Editorial/Opinion

Submit ONE (1) article. DO NOT SUBMIT personal columns. This category is for pieces that appear on editorial or op-ed pages. In addition to considering local interest of the publication for the readers, **judges will consider** clarity of style, sound reasoning and effort to influence readers' opinions in what the writer believes to be the right direction.

- A. Non-daily newspaper
- B. Daily newspaper
- C. Publication/magazine/supplement for general or specialized circulation, including internal publications.

7. Feature story

Submit ONE (1) article. DO NOT ENTER interview as feature (see Category 8, Personality Profile). **Judges will consider** interest and unusual aspects of the feature material itself and/or the handling of it, writing style, readability and thoroughness of coverage.

- A. Non-daily newspaper
- B. Daily newspaper
- C. Publication/magazine/supplement for general or specialized circulation, including internal publications.

8. Personality profile

Open competition. Submit ONE (1) article that gives a portrait of an individual based on interviews with one or more persons. **Judges will consider** how well the writer reveals the personality of the subject by exploring the subject's actions, background, motivation and character.

- A. 500 words or fewer
- B. More than 500 words

9. Special articles

Open competition. Submit TWO (2) articles on the same basic subject for each sub-category. The two articles equal one entry and both should be listed on the same entry form and placed in one envelope.

Entrants may enter one or all lettered sub-categories, but the two articles that make up an entry must be on the topic of that sub-category. Example: sub-category O (Sports), both articles may cover various sports topics; each may focus on a particular sport, e.g., basketball; or each article may cover a different sport – one on basketball and one on hunting, etc. Or, as in sub-category M (Reviews), one article may be a review of a play, while another is a review of a concert. **Judges will consider** the same criteria as for news or feature stories and will include the author's ability to write knowledgeably on the subject.

- A. Business
- B. Agriculture, Agribusiness, Aquaculture
- C. Arts and entertainment
- D. Physical health, fitness, mental health, self-help
- E. Education
- F. Science (technology, ecology, environment, energy, "green issues")
- G. Food
- H. Government or politics
- I. History
- J. Home (interior decoration, furniture, architecture, landscaping)
- K. Fashion
- L. Religion
- M. Reviews (any subject, personal opinion must be expressed)
- N. Social issues (family, minority affairs, welfare, women, the elderly, consumerism)
- O. Sports

- P. Hobby or crafts
- Q. Travel
- R. Advertorials (writing done for special advertising supplements or special sections)
- S. Rotating Subject: Planet Earth

10. Columns

Open competition, with sub-categories by column type. Submit TWO (2) columns. The column should have a headline or logo that indicates it is a regular feature of the publication, should entertain and/or educate and should reveal author's style. **Judges will consider** interest, organization and ideas conveyed in the column as well as clarity, readability, style and author's ability to write knowledgeably on the subject.

- A. Humorous
- B. General
- C. Informational (how-to, Q&A, advice)
- D. Specialized (essays, opinion, critique or review)

11. Single page or pages regularly edited by entrant – Lifestyle or Entertainment

Specify frequency of page's appearance and submit TWO (2) samples of the same type or subject (i.e., two food pages, two youth pages, etc.). **Judges will consider** the planning and general organization of the page, the power of original editorial material, suitability and appeal of feature material, informational value, editing and headline writing.

- A. Non-daily newspaper
- B. Daily newspaper
- C. Publication/magazine/supplement for general or specialized circulation, including internal publications.

12. Single page or pages regularly edited by entrant – other than Lifestyle or Entertainment

Submit TWO (2) samples. **Judges will consider** the planning and general organization of the page, the power of original editorial material, suitability and appeal of feature material, informational value, editing and headline writing.

- A. Non-daily newspaper
- B. Daily newspaper
- C. Publication/magazine/supplement for general or specialized circulation, including internal publications.

13. Section edited by entrant – frequent or regular sections

Specify frequency of section or supplement and submit TWO (2) samples. Regardless of frequency, newspaper supplements (such as Sunday magazines) **MUST** be entered in the appropriate newspaper sub-category below, not in magazine sub-category. If the section (e.g., Sunday magazine) is a supplement to a daily newspaper, but published weekly or monthly, it still belongs in the daily sub-category. The entry must specify the larger publication in which the section appeared. **Judges will consider** planning and general organization, the power of original editorial material, suitability and appeal of feature material, informational value, editing and headline writing, cohesiveness, and thoroughness of coverage.

- A. Non-daily newspaper
- B. Daily newspaper
- C. Publication/magazine/supplement for general or specialized circulation, including internal publications.

14. Sections/supplements edited by entrant – infrequent (one-time, annual, semi-annual, quarterly)

Submit ONE (1) sample. Regardless of frequency, newspaper supplements (such as Sunday magazines) must be entered in the appropriate newspaper sub-category. If the section (e.g., Sunday magazine) is a supplement to a daily newspaper, but published weekly or monthly, it still belongs in the daily sub-category. Entry must specify the larger publication in which the section appeared. **Judges will consider** planning and general organization, the power of original editorial material, suitability and appeal of feature material, informational value, editing and headline writing, cohesiveness, and thoroughness of coverage.

- A. Non-daily newspaper
- B. Daily newspaper
- C. Publication/magazine/supplement for general or specialized circulation, including internal publications.

15. Publications regularly edited by entrant

Submit TWO (2) issues in their entirety. Note that there are categories for public relations magazines and other types of publications in the Public Relations division. **Judges will consider** writing, editing, design and content.

- A. Non-daily newspaper
- B. Daily newspaper
- C. Publication/magazine/supplement for general or specialized circulation, including internal publications.
- D. Newsletters (not internal or public relations)

16. Page layout

Submit TWO (2) examples of pages regularly laid out by entrant. Entry may consist of front pages, youth pages, editorial pages, sports pages, family pages or others, all of one type or in combination. **Judges will consider** the overall layout and design of the pages, typefaces, use of photographs and arrangements of the various elements to appeal to readers.

- A. Non-daily newspaper
- B. Daily newspaper
- C. Publication/magazine/supplement for general or specialized circulation, including internal publications

17. Headlines, caption writing, original graphics and editorial cartoons

Judges will consider appropriateness to story, originality and appeal to the reader. Open competition. No sub-categories as to type of publication or circulation.

- A. Headline writing (submit FOUR (4) samples on marked tearsheets)
- B. Caption writing (submit FOUR (4) samples on marked tearsheets)
- C. Original graphics (submit TWO (2) samples on marked tearsheets)
- D. Editorial cartoons (submit TWO (2) samples on marked tearsheets)

PHOTOGRAPHY ENTRIES

Categories 18 through 23

General instructions: In all categories, a photo, laser print or copy of original (no larger than 8" x 10") must be submitted. For digital work, a CD or DVD may be submitted, but the entry also MUST include a printed copy (laser copy is acceptable) for ease of judging. DO NOT MOUNT PHOTOS. Prints, CDs and DVDs will not be returned. A tearsheet, photocopy or print PDF of the entire printed page must be attached, but **judging is on** the photo, *not* the

reproduction. Except for category 22 (Photographer-writer), text will not be considered. For prints published in black and white, originals may be color or black and white.

18. Photography in non-daily newspaper

- A. News photo
- B. Feature photo
- C. Sports photo
- D. Advertising/advertorial photo
- E. Photo essay (photographs in a layout that either have a narrative quality or present points of view on a single subject)

19. Photography in daily newspaper

- A. News photo
- B. Feature photo
- C. Sports photo
- D. Advertising/advertorial photo
- E. Photo essay (photographs in a layout that either have a narrative quality or present points of view on a single subject)

20. Photography in printed publication other than newspaper

- A. News photo
- B. Feature photo
- C. Sports photo
- D. Advertising/advertorial photo
- E. Photo essay (photographs in a layout that either have a narrative quality or present points of view on a single subject)

21. Photography on the Web or electronic publishing

A printed copy (print, laser print, etc.) MUST be included in entry. In addition, submit a CD or DVD with the digital photo as it appeared on the Web or e-publishing site, including all supportive files to be able to view the photo as it was "published" electronically. Care should be taken to ensure the photo has not been electronically altered from the version published. Entries should remain true to ethical standards followed by professional photographers.

- A. Single photo (news, feature or sports)
- B. Photo gallery (news, feature or sports)

22. Photographer-writer

Judges will consider the quality of both the photos and the copy, the relationship of one to the other, and the completeness of the package. Both the photos and the copy must be the work of the entrant. Layout will not be considered.

RADIO / TELEVISION

Categories 23 through 31

General instructions: Audiocassette tapes, VHS videotape cassettes, DVDs or CDs are required for submission of entries. In instances where more than one person contributed to the report, and only the person submitting the entry is an NFPW member, the entrant must have had an equal or the major role in creating/delivering the broadcast. The tape, DVD or CD, the case, the entry form and the envelope must be labeled with the following

information: name of entrant, number and letter of the category/sub-category, length of cut.

Note: Digital podcasts should be entered in Category 35 under "Podcasts" in the Internet Communications Division.

23. On-the-scene spot report (news, features, sports)

Entry may be edited. Narratives or voice-overs are allowed only if they were part of the original piece that aired. A one-page written statement detailing circumstances surrounding coverage of story and entrant's participation **MUST** accompany the entry. **Judges will consider** reporter's ability to provide enterprising coverage of one unscheduled event.

- A. Radio
- B. Television

24. Prepared report (news, investigative, feature or sports)

Entry may be limited to a single report or may include excerpts from a related series. A one-page written statement detailing circumstances surrounding coverage of story and entrant's participation **MUST** accompany the entry. **Judges will consider** reporter's ability to obtain a story with impact, clarity of writing/production, and concise assembly.

- A. Radio
- B. Television

25. Special programming (documentary, public affairs or editorial)

Entry may be a single report or editorial, or may be a series of stories on the same subject. Entry may be edited, but narratives or voice-overs are allowed only if they were part of the original piece that aired.

A one-page written statement **MUST** accompany the entry and should include a synopsis of the subject matter, entrant's role in preparation and how entrant's coverage addressed the community/market need, a summary of any follow-up reports, and any unusual circumstances or difficulties encountered in preparation of the original piece. In addition to considering entrant's ability to provide comprehensive and effective in-depth coverage of a community problem or significant news event, **judges will consider** creativity, clarity of writing and/or presentation, and technical excellence.

- A. Radio
- B. Television

26. Special reporting series (Investigative or Enterprise Reporting)

Submit coverage of a single subject reported in TWO (2) or more parts. Entry should demonstrate entrant's ability to provide treatment of an issue that has impact on the station's coverage area but has not received prior coverage or would not have been told without the reporter's enterprise in uncovering it. A one-page written statement **MUST** accompany the entry and should include entrant's role in producing series, chronology of events, effect of coverage on community, current status of issue covered, a summary of any follow-up reports, and any unusual circumstances or difficulties encountered in preparation of series. Narratives or voice-overs are allowed only if they were part of the original piece that aired. **Judges will consider** initiative, thoroughness of research, documentation of any allegations, clarity of writing and/or presentation, and technical excellence.

- A. Radio
- B. Television

27. "Personal column on the air" or critic's review

Entry clearly must indicate the broadcaster's viewpoint. No written statement is required.

- A. Radio
- B. Television

28. Interview

Delete all commercial breaks, but no other editing may be done. No written statement is required.

- A. Radio
- B. Television

29. Talk Show

Delete all commercial breaks, but no other editing may be done. No written statement is required.

- A. Radio
- B. Television

30. Best newscast (commercial or non-commercial station)

Newscast must be under the overall supervision of the entrant. Delete all commercial breaks, but no other editing may be done. Narratives or voice-overs are allowed only if they were part of the original piece that aired. No written statement is required. Judges will consider excellence of news content and production values.

- A. Radio
- B. Television

31. Best presentation (anchor, sportscaster or play-by play sports reporter)

Judges will consider anchor's, sportscaster's or reporter's presentation only (style of delivery, diction, authoritative presence and credibility) — not content. No written statement is required.

- A. Radio
- B. Television

INTERNET COMMUNICATIONS

Categories 32 through 35

General instructions: See specific instructions under each category. Questions about these entries should be directed to the contest coordinator. Digital photography is covered under the photography entries. Every attempt should be made to enable the judge to view the article or page under the form in which it was intended to be viewed. The entry should reflect the material as it appeared **during the contest year**.

Note: Work may not be entered in more than one category in this division. However, a story may be entered in a writing category and the Web site on which it's posted also may be entered in the editing or site-developing categories. It is not the intent to prevent a writer and an editor from entering their individual work when the work of both is published on the same Web site.

32. Writing for the Web and online newsletters

Submit hard copy printed from the Web AND a one-page statement defining the goal of the project, the site's purpose and target audience. If the entry is still accessible to the public on the Web site, circle or write the URL on the top of the printed copy. If not, entry must be accompanied by a CD or DVD with the entry viewable via the original site (include all

appropriate files to enable the site to be viewed). Entries must have been created for use in electronic form; material written for print publication and reused on the Web is NOT eligible. **Judges will consider** clarity of message, appropriateness to audience and adherence to principles of Web-based communication.

A. Web content written for not-for-profit or educational organization sites, ONE (1) example.

B. Web content written for corporate or for-profit organization sites, ONE (1) example.

C. Web content written for hobby or special interest sites, ONE (1) example.

D. News article written specifically for the Web, ONE (1) example.

E. Feature article written specifically for the Web, ONE (1) example.

F. Commentary (columns, reviews, editorials) written specifically for the Web, TWO (2) examples.

G. Online newsletters, ONE (1) example.

33. Web site edited by entrant

Open competition. Submit hard copy of home page with URL at the top so the judge can go immediately to the site. Each entry MUST be accompanied by a one-page written statement defining the site's purpose and target audience, frequency of update, role in editing page, number of visitors per month, and any additional comments about maintenance of the site.

Judges will consider clarity of site, interaction options, design, relevance to audience and adherence to principles of Web-based communication.

34. Web site development/creation

Submit hard copy of home page with URL at the top so the judge can go immediately to the site. Each entry MUST be accompanied by a one-page written statement defining the goal of the project, site's purpose and target audience, launch date of the site, evaluation of project, number of visitors per month and any additional comments relevant to the development or creation of the site. Entries must have been created for use in electronic form. Material written for print publication and reused on the Web is NOT eligible. **Judges will consider** adherence to purpose, clarity of site, interaction options, design and adherence to principles of Web-based communication.

A. Not-for-profit or educational organization sites

B. Corporate or for-profit organization sites

C. Professional Sites

35. Podcasts

Entries in this category MUST be original content and not repurposed. If the material was on the air prior to being used in the podcast, it should be entered in one of the radio categories instead. As podcast files tend to be large, it is recommended that the entrant provide an MP3 audio file on a disk formatted for universal use on all operating systems. **Judges will consider** originality, creativity, content organization and effective communication of message.

A. News

B. Editorial

C. Entertainment

D. Corporate issues

E. Advertisement

ADVERTISING ENTRIES

Print Media Advertising

Categories 36 through 39

General instructions: Submit tearsheet(s) of the ad or campaign/series. For electronic ads, submit printouts, DVDs or CDs for Web sites or e-newsletters in which this ad or campaign series appeared. Each entry MUST be accompanied by a one-page statement including reason for the ad or campaign, special strategies used, effectiveness in terms of results and the role of the entrant in carrying out the project. **Judges will consider** the originality of the selling idea or promotion, adaptability and suitability of idea to the advertiser, appropriate choice of medium, makeup and appearance, style and content of copy, and results.

36. Newspaper, trade paper, magazine, newsletter or Web site – black/white print or electronic display (single ad)

- A. Retail product or service
- B. Institutional or image

37. Newspaper, trade paper, magazine, newsletter or Web site – color or spot color print or electronic display (single ad)

- A. Retail product or service
- B. Institutional or image

38. Newspaper, trade paper, magazine, newsletter or Web site – print or electronic campaign or series built around one subject (black/white, color or spot color)

Series may feature same product or service, or different products/services for same advertiser. Series must be related by theme or design format.

- A. Retail product or service
- B. Institutional or image

39. Single-sheet poster / poster campaign / billboard / banner (any size, black/white or color)

A. Single-sheet original poster. Submit poster OR send photo/printout of entry (no larger than 8.5" x 11") or DVD with jpg file no larger than 3 megabytes.

B. Original poster campaign. Submit posters OR send photo/printout of entry (no larger than 8.5" x 11") or DVD with jpg file no larger than 3 megabytes.

C. Billboard. Submit photo no larger than 8" x 10" of entry.

D. Banner. Submit photo no larger than 8" x 10" of entry.

Electronic Media Advertising

Categories 40 and 41

Submit audiotape cassettes or CDs for radio entries and VHS videotape cassettes, CDs or DVDs for television entries. Each entry MUST be accompanied by a brief statement including reason for the commercial or campaign, special strategies used, effectiveness in terms of results, and the role of the entrant in carrying out the project. **Judges will consider** the originality of the selling idea or promotion, adaptability and suitability of idea to the advertiser, creativity, clarity of writing and/or presentation, production values, technical excellence and results.

40. Radio single commercial or campaign built around one subject

41. Television single commercial or campaign built around one subject

PUBLIC RELATIONS / PROMOTION / PUBLICITY

Communications programs and campaigns

Categories 42 through 46

General instructions: Each entry MUST be accompanied by a one-page statement that includes the research or reason for the program or campaign, audience, strategies used to reach this audience, theme (if any), timetable, budget, and how program or campaign was evaluated. Entry must have been under the overall supervision of the entrant, with role defined in statement. In audiovisuals, for example, entrant must document role to state whether it included scripting only, scripting and photography, photography only, production, etc. Attach major supporting items including brochures, press releases, speeches, videotape, audiotape, CD or DVD (limit sample to FIVE (5) minutes). If displays are too large to include in a 9" x 12" envelope, send photo/printout of entry (no larger than 8.5" x 11") or DVD with jpg file no larger than 3 megabytes. Materials submitted in this category also may be entered in categories 47-54. The program or campaign must have been completed **by Dec. 31 of the contest year**. **Judges will consider** clearly stated objectives, success in meeting objectives and in relating to audience, effective use of media, general impact of program, evaluation of effectiveness, and technical quality.

42. Community or Institutional relations

Program or campaign designed to improve an organization's relationship with key publics or a community.

43. Public service

Program or campaign for the public good.

44. Internal communications

Program or campaign designed to improve relations within an organization.

45. Marketing program or campaign for new or existing service or product

46. Audiovisuals

Entry must be creatively directed, edited and executed by the entrant. Submit appropriate format (i.e. slides, VHS videos or CDs with viewable PowerPoint or similar presentation).

- A. Still illustration or multi-image slides
- B. Video productions
- C. PowerPoint or similar presentation method

PR Printed Materials

Categories 47 through 54

This subdivision includes PR print materials and those produced for CD-ROM, DVD and e-mail. Materials created for the Web should be entered in Categories 32–35. Entry must be creatively directed, edited and executed by the entrant. Submit ONE (1) sample. Each entry MUST be accompanied by a one-page statement that includes description of entrant's role in carrying out project, general objectives, audience, theme (if any), frequency, budget and how entry was evaluated. **Judges will consider** clearly stated objectives, success in meeting objectives and in relating to audience, effective use of media, general impact, and technical quality.

Note: The body of the publication determines the color subcategory. For example, if the cover is 4-color but the body is 1- to 3-color, it should be entered as 1- to 3-color.

47. Reports

- A. External annual report
- B. Internal annual report
- C. General report

48. Magazine

- A. One- to three-color
- B. Four-color

49. Magapaper/tabloid

- A. One- to three-color
- B. Four-color

50. Newsletter

- A. One- to three-color
- B. Four-color

51. Brochure

- A. One- to three-color
- B. Four-color

52. Catalog

- A. Retail or Manufacturing
- B. Educational institutions

53. Direct mail marketing

54. Manuals and handbooks

Information for the Media

Categories 55 through 57

55. News or feature release – single release

Submit a copy of original release and clippings of ONE (1) to THREE (3) published articles resulting from release, or reports of placement if used by electronic media. Each entry MUST be accompanied by a one-page statement that includes general objectives, audience targeted, theme (if any), media contacted, timetable, budget, follow-up, evaluative measurement and results statement. **Judges will consider** content and organization of copy, effective communication of message, clearly stated objectives, success in meeting objectives within the budget and in relating to audience, and general impact.

- A. News release
- B. Feature release

56. News or feature releases – multiple releases

Submit TWO (2) news or feature releases dealing with the same topic or campaign. Submit copies of original releases and clippings of ONE (1) published article or reports of electronic placement, which resulted from each release. Releases may have been rewritten by publication. Each entry MUST be accompanied by a one-page statement that includes general objectives, media contacted, audience targeted, theme (if any), timetable, budget, follow-up, evaluative measurement and results statement. **Judges will consider** content and organization of copy, effective communication of message, clearly stated objectives, success in meeting objectives within the budget and in relating to audience, and general impact.

57. Media kit – tools to gain media coverage

Submit TWO (2) to SIX (6) examples that make up a single media kit, which may include, but not be limited to, tip sheets, expert lists, media advisories and feature suggestion packets. In addition to the examples, results must be documented with at least two clippings, or reports of placement if used by electronic media resulting from the media kit. Each entry MUST be accompanied by a one-page statement that includes objectives, media contacted, audience targeted, theme (if any), timetable, budget, follow-up, evaluative measurement and results statement. **Judges will consider** success in meeting clearly stated objectives, in providing appropriate materials to selected media to assist with task of effective story telling about client, event, etc., and in getting desired coverage and results.

SPEECHES

Category 58

Entry must be a minimum of FOUR (4) pages, typewritten and double-spaced. Each entry MUST be accompanied by a one-page statement that includes the title of speech, title of speaker, type of speech (persuasive, motivational, informative, etc.), description of audience (including name of group and size), date, and goal of the speaker in reaching the audience. The speech must have been delivered **during the contest year**. **Judges will consider** effective interpretation of subject matter, structure, appropriateness for audience and situation, writing for deliverability, organization of messages, and credible conclusion.

COLLEGIATE

Categories 59 through 68

General instructions: Open to students in either a two- or four-year program who are working on an undergraduate degree. Tearsheets must be submitted for print categories. Entries may have been published in either a campus or professional publication.

Radio and TV entries must be submitted on cassette, CD or DVD and labeled the same as the entry form. For Web entries, submit files suitable for viewing on a CD or DVD, plus a print version.

59. News writing

- A. Newspaper, magazine or special supplement
- B. Radio or TV
- C. Web

60. Feature writing

- A. Newspaper, magazine or special supplement
- B. Radio or TV
- C. Web

61. Sports

- A. Newspaper, magazine or special supplement
- B. Radio or TV
- C. Web

62. Editorial

- A. Newspaper, magazine or special supplement
- B. Radio or TV
- C. Web

63. Column

- A. Newspaper, magazine or special supplement
- B. Radio or TV
- C. Web

64. Design

- A. Newspaper, magazine or special supplement
- B. Web

65. Graphics/illustrations

- A. Newspaper, magazine or special supplement
- B. Radio or TV
- C. Web

66. Photography (single news, feature or sports photo – tearsheet and print)

- A. Newspaper, magazine or special supplement
- B. Web

67. Advertising

- A. Newspaper, magazine or special supplement
- B. Radio or TV
- C. Web

68. Public relations

- A. Campaign for a non-profit or educational institution
- B. Campaign for a company or for-profit business venture

ACHIEVEMENT / RESEARCH

Categories 69 through 71

69. Individual achievement (print or broadcast)

Submit relevant material but no more than TEN (10) pages or pieces, including samples of the work itself, supportive materials relative to the impact of the achievement AND a one-page written summary of the achievement. This category includes work by a reporter, editor or news team that reflects unusual creativity, unexcelled professionalism, courage under pressure, effectiveness in presentation and that which "got something done," i.e., helped to get a law changed or introduced, focus on inadequate water supply led to building of new reservoir, spurred an investigation of child abuse/neglect, etc.

70. Faculty adviser of student publications

Submit one example of a newspaper, literary journal or yearbook, AND a one-page statement about your role as adviser. The one-page statement also should give information about the publication, such as circulation or numbers printed, role of publication, brief background on the publication and any special comments the adviser would like to make regarding the publication.

71. Research (print, broadcast or public relations)

Research into historical, social or cultural topics related to media, communications or information systems or theory should offer original insights and analysis using comprehensive and balanced investigation of all relevant primary and secondary sources, and should demonstrate a credible hypothesis and conclusion.

BOOKS / FICTION / VERSE

Categories 72 through 78

Books, novels, short stories and poems must have been published **during the contest year**. A book either must be a first edition or, if a later edition (not a reprint), must not have been submitted previously in this competition. Entries in this division are judged on the principles of writing for that category. In general, **entries are judged on** quality of writing, organization of thought, expression of ideas and originality.

Note: The year of publication (not the copyright date) governs eligibility. If the year of the copyright date (issued when an ISBN number is assigned) printed inside the book is not the

year of publication, please furnish documentation from the publisher verifying the publication date.

72. Non-fiction, book

- A. General
- B. Essay or chapter(s) appearing in book not written by entrant. Essay or chapter(s) judged on fit with the overall theme of the book.
- C. Biography and Autobiography
- D. History
- E. Cookbook
- F. Humor
- G. Instructional, including "how-to"
- H. Religious or inspirational
- I. Ghostwriting. A ghostwritten book MUST include both a one-page written statement describing the entrant's role and certification of the entrant's role from the editor, publisher or subject of the book.

73. Fiction, novel (full-length, 40,000 words and up)

74. Children's books

- A. Fiction
- B. Non-fiction

75. Young adult books

- A. Fiction
- B. Non-fiction

76. Short story (single story or collection)

77. Creative verse, including single entries or a book or chapbook of poetry

- A. Single entries
- B. Book or chapbook of poetry

78. Book edited by entrant, including poetry books or poetry magazines

Editor in this category MUST include a one-page written statement about role in the project and the extent or type of editing done.