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2017 AASCIF Communication Awards

Call for entries





AASCIF's goal is to recognize the best, most creative and effective communications programs created by workers' compensation funds/boards in the United States and Canada.

Prizes are awarded in 14 categories. Additionally, there is a Best of Show category for the "Best of the Best" among the winners in all categories.

Awards finalists will be notified following judging of the AASCIF entries in May. Winners will be announced at the AASCIF 2017 Conference in Oklahoma City.

Entry details

- Email entries to Rachel Jepperson, WCF (rjepperson@wcf.com). Deadline for receipt of entries is **Friday, May 5, 2017, 5 p.m. MST.**
- All entries should be submitted as electronic files. Whenever possible, please submit the entries as a single file. PDF entries may include links to external media.
- For easier processing please use the following naming convention for entries – STATE ABBREVIATION_CATEGORY NUMBER.
Example: TX_CAT1.PDF
- Directions for individual entries are included in the category descriptions.
- A confirmation of receipt of entries will be sent via email to each participant within one week of the submission deadline.

Eligibility

Participation is open to all AASCIF-member funds and boards. Entries should represent the fund or board for which they were created.

Items produced between January 1, 2016, and April 30, 2017, are eligible for entry.

Entry items cannot have been entered in past AASCIF competitions.

Entries are limited to one per category. Identical entries in more than one category will not be accepted. The only exceptions: entries containing articles submitted in the Excellence in Writing category may also be submitted in other categories. Similarly, print, radio, or TV advertisements in the Advertising Campaign categories and social media content submitted in the Social Media category may also be submitted as part of an External Communications Campaign.

Entries received after the due date will not be accepted.



1 / Print Marketing Piece

Entries in this category can be brochures, flyers or other single print items. Submit only one item for this category. Files should be submitted as a PDF.



2 / Newsletter – External Audience

Newsletter entries can be either print or electronic (PDF, HTML, Flash or link). Printed magazine-type publications with more than 24 pages or containing paid vendor advertising should be submitted in the open category as a magazine.



3 / Newsletter – Internal Audience

Entry can be either print or electronic (PDF, HTML, Flash or link).



4 / Annual Reports

Entry can be either print or electronic (PDF, HTML, or Flash).



5 / Audiovisual Productions

Digital videos, computer-generated productions, and sound/slide productions. Entries in this category can be submitted as a PDF, HTML or Flash attachment or a link. Please include the running time and title in the summary. Judges will limit their viewing time to 30 minutes; if total running time is longer, please specify which segment is to be judged.



6 / Print Media Advertising

Print advertisements for newspapers, magazines, trade journals, etc. This entry may also be submitted in the External Communications Campaign category. Entries should be submitted as a PDF.



7 / Radio/TV Broadcast Advertising

Radio/TV advertising spots or campaigns. This entry may also be submitted in the External Communications Campaign category. Entries should be submitted as an mp3 or link.



8 / Excellence in Writing

Features printed in a newsletter, magazine, or newspaper. Publications containing articles submitted in the Excellence in Writing category may also be submitted in other categories. Entries should be submitted as a PDF.



9 / Internal Communications Excellence

This category is for internal communications projects or campaigns. It may include one or a combination of these media: intranets, advertisements, events, posters, brochures, newsletters, e-mail messages, etc. Entries should be submitted as a PDF, HTML or Flash attachment or link.



10 / External Communications Campaign

Multiple communication vehicles must be used to qualify as a campaign. It may include advertisements, brochures, newsletters, media events, press releases, websites, posters, digital marketing, etc. Entries should be submitted as a PDF, HTML or Flash attachment or link.



More



11 / Websites

Include the URL. Judges will view the website the day of the contest judging. Website entries must be a new or substantially refreshed/updated design in content and look during the contest eligibility period. Eligible websites include both the Fund website and any advertising/marketing sites set up to support fund efforts.



12 / Social Media

This category includes the use of social media in a single, internal or external, project or campaign that promotes AASCIF-member products or services. May include Facebook, Twitter, YouTube, blogs, etc. (or any combination thereof). This entry may also be submitted as part of an External Communications Campaign. Entries should be submitted as a PDF or link.



13 / Brand Campaign

This includes updates to the company look or branding centered around an individual product. “Before and after” shots of your brand in action are welcome along with print or electronic items you’ve developed to support the campaign. Entries should be submitted as a PDF, HTML or Flash attachment or link.



14 / Open Category

This includes information kits, calendars, magazines, posters, internal or external events, or logos. Entries should be submitted as a PDF, HTML or Flash attachment or a link.

Top 10 tips for winning entries

- 1 Clear and **readable**.
- 2 One sentence that **clearly states the objective** of the entry.
- 3 Concise and compelling summaries. (Suggestion: **tell the story** of the entry.)
- 4 Articulate the challenge or the problem that was overcome. (Suggestion: include **the result** as well.)
- 5 Conduct qualitative or quantitative **research** (as part of the work that guided creation of the entry).
- 6 Establish **specific, measurable objectives**, e.g. what you were trying to change, by how much, in what period of time.
- 7 Show how your **evaluation links to objectives**.
- 8 Include specific **stakeholders/audiences**.
- 9 Include **detailed budget**, i.e., describe how you made the best use of your budget and include hard and soft costs, such as time.
- 10 **Follow the directions** in this entry pamphlet.

How to prepare your entry

1 / Entries should be submitted in an electronic format.

Entries should include any and all supporting materials referred to in the summary. Entries over 5 megabytes should be submitted via YouSendIt or similar file-sharing site.

2 / Insert a completed entry form as the first page of your submission. (Form can be found at the bottom of this document.) Please designate a single contact person at your fund or board for all entries.

3 / Enclose a BRIEF, double-spaced summary

(2 page maximum length) describing the following three criteria:

- » **Objectives and Strategy.** What are the specific and measurable objectives of the program? How do the content, vehicles used, and overall appearance support these objectives? Who are the targeted audiences? What was the overall strategy to reach those audiences? Please include the roles of internal staff and external consultants.
- » **Evaluation.** How was the entry's success measured? How do the results relate to the stated objectives?
- » **Budget.** What was the overall budget? What was the cost per piece to produce? (List the individual costs of all components, including consulting fees.)

4 / Email entries to: Rachel Jepperson, WCF (rjepperson@wcf.com) Deadline for receipt of entries is **Friday, May 5, 2017 at 5 p.m. MST .**

Important reminders

Entry materials will not be returned.

Judging forms will be returned via email prior to the AASCIF 2017 Conference.

Awards may be given for first, second, or third place in each category. Entries are limited to one per category.

IMPORTANT: A minimum of three entries by three states or provinces must be entered into a category for judging.

Categories with fewer entries will not be judged. These entries will be moved to the "Open Category." Organizations that enter two or more entries in the "Open Category" are eligible to receive only one award in that category.

First place winning entrants will be contacted before the AASCIF Annual Conference to submit their winning communications project in PDF or digital format for use in the presentation at the conference.

Judging criteria

The judges will consider the following criteria when making their selections:

- » Does the entry meet the stated objectives?
- » Were the strategies and tactics well-developed and effective?
- » How was the effectiveness of the entry evaluated?
- » Was the budget adequate to achieve stated objectives?
- » Are the writing and editing logical, concise, and creative?
- » Does the entry exhibit creative and effective design or layout?
- » Does the entry maximize the medium's potential?
- » Overall, rate the content of the entry.

2017 AASCIF Communications Awards Entry Form

Category _____

Title of entry _____

Organization _____

Person authorized to submit entry _____

Title _____

Phone _____ E-mail _____

In the event this entry is selected for an award, please notify (organization's single point of contact):

Name _____

Title _____

Organization _____

Address _____

City _____

State/Province _____ ZIP/Postal Code _____

Phone/Fax _____ E-mail _____

How would you like your company's name to appear on the award plaque?

Remember to enclose the following items in an electronic format:

1. Entry form, as first page of document
2. One copy of the entry
3. The double-spaced entry summary

DEADLINE

The deadline for receipt of all entries is **Friday, May 5, 2017, at 5 p.m. MST.**

Late entries will not be accepted.

Send to: Rachel Jepperson
rjepperson@wcf.com
385.351.8024

