

# 2009 CALL FOR ENTRIES

FOR MATERIAL COMPLETED BETWEEN JAN. 1, 2008, AND DEC. 31, 2008.

## *Awards of Excellence*



# KAGC 2009 Awards of Excellence

## About the Competition

For the last 19 years, the Kentucky Association of Government Communicators has recognized professional excellence in written and broadcast communications materials and campaigns by public agencies through this competition.

As in previous years, this competition places high priority in two areas: providing professional peer critiques for all entries and publicly honoring those submissions that merit recognition.

## Rules

**Entries that do not comply with all rules will be disqualified. Late entries will not be accepted.**

The KAGC Awards of Excellence Competition is open to all KAGC members and to employees of local, state and federal agencies who provide communications services to their agencies. *Materials produced by commercial agencies must be entered by the governmental agency that contracted the work. Work by private agencies will be judged separately from work done by government agencies.*

- Entries must relate directly to a program or service specifically designed and/or provided by a local, state or federal agency operating within Kentucky.
- Materials must have been completed between Jan. 1, 2008 and Dec. 31, 2008.
- Entries may have been produced either by the submitting agency or agencies under contract by an outside agency on behalf of the submitting agency/agencies. However, all entries must have been funded directly and in their entirety by the submitting agency/agencies and must have been published and/or distributed by the submitting agency/agencies.
- Each entry MUST have a separate entry form. (The attached form may be copied.) *PLEASE include two (2) completed copies of entry form.*
- Each entry must be in a self-contained report cover, binder, folder or some type of packet that keeps all materials together and intact.
- The outside of the entry folder must indicate the following information:
  - 1) Category of Entry, 2) Title of Entry, 3) Name of Submitting Agency/Entrant, 4) Address of Submitting Agency/Entrant
- Page 1 of the entry packet must be the filled out entry form.
- Page 2 must be the project description providing the following information (please try to limit to one page):
  1. Purpose of the communications project/product
  2. Target audience
  3. Entrant's role in product/project development, production and distribution
  4. Resources (in house staff or vendor), time and budget limitations and resolution.
  5. Available evaluation, evidence of success.

**Any entry not complying with all rules of the contest will be disqualified.**

## **Judging**

Judging of all entries is expected to be completed by a panel of judges with backgrounds in media, communications and advertising.

Judges may determine the rating of Excellence, Merit or Honorable Mention for each project in each category. Judges may elect not to make awards in any category.

## **Entry Submissions Returned**

If you would like your entry returned, you will need to pick it up from Laura Cole or at the awards ceremony. No entries will be returned by mail.

## **Awards Presentation**

The awards presentation time and location will be announced at a later date.

## **Entry Fees and Deadlines**

### **Entries submitted BEFORE Tuesday, September 15, 2009, at 4 p.m.:**

For KAGC MEMBERS      \$20 For the First Entry; \$15 Each Additional Entry

For NON-MEMBERS      \$30 For the First Entry; \$25 Each Additional Entry

Mailed entries must have a postmark of no later than September 15, 2009.

### **Entries submitted AFTER Tuesday, September 15, 2009, 4 p.m., and BEFORE Thursday, October 15, 2009, at 4 p.m.:**

For KAGC MEMBERS      \$30 For the First Entry; \$25 Each Additional Entry

For NON-MEMBERS      \$40 For the First Entry; \$35 Each Additional Entry

Mailed entries must have a postmark of no later than October 13, 2009.

Payment in the form of a check or money order payable to KAGC **must** accompany each entry.

NOTE: Your entry fee is deductible as a professional expense on your tax return if your agency does not pay the fee for you.

**Entries will not be accepted after Thursday, October 15, 2009.**

**Mail or drop entries off to: KAGC AWARDS, c/o Laura Cole, Webmaster, Administrative Office of the Courts, 100 Millcreek Park, Frankfort, KY 40601-9230.**

(Please correctly address to avoid entries getting lost. Late entries **will not** be accepted.)

**If you have questions, please contact Laura Cole at 502-573-2350 or lauracole@kycourts.net.**

**Entry Catalog**  
**Kentucky Association of Government Communicators**  
**Awards of Excellence 2009**

**Writing: Entries will be judged on writing only**

1. News Writing – single release or article; series
2. Feature Writing – single release or article; series
3. Speech and Editorial Writing

**Publications (Printed or Electronic): Entries will be judged on overall merit. (Criteria include writing, design, photography, illustration and appropriateness for intended audience.)**

4. Press packet
5. Newsletter-external and internal (could be 1 to 4 color, single sheet to multi-page tabloid)
6. Magazine/Publication
7. Brochure (1-4 color)
8. Annual report

**Art/Graphic Design: Entries will be judged on design only.**

9. Photograph (color or black and white used in print or web site)
10. Image Campaign – Single logo or a combination of photos, logos and any other materials used in a campaign.
11. Advertisement
12. Publication
13. Posters

**Electronic Communications: Audio entries will be judged on script, sound and production quality. Video entries will be judged on script and visual, sound and production quality. Web based media and electronic presentation entries will be judged on design and content.**

14. Audio, single program – audio news release, PSA or other work broadcast on commercial or public radio.
15. Video, single program or series – video news release, PSA or other work broadcast on commercial or public television or used for training purposes.
16. Web based media (web sites, web pages, social media, web 2.0, YouTube, etc) – submit entry on disk or provide URL
17. Electronic presentations – submit entry on disk and/or provide URL

**Communications Campaigns: Entries will be judged on writing, design, visual, sound and production quality and appropriateness for intended audience.**

18. Public Information Campaign – community relations, employee/internal relations, client relations.
19. Special Events – kickoff program, news conference, etc.

### **Special Category**

20. Innovations Award -- Any outstanding project produced with limited resources. A cost-effective, cutting-edge project or product that's easily transferable between government agencies.

# KAGC



## ENTRY FORM FOR 2009 AWARDS OF EXCELLENCE

Name: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Daytime Phone: \_\_\_\_\_

Email Address: \_\_\_\_\_

Are you a KAGC member? Yes  No

Please send me information about becoming a KAGC member

Title of This Entry: \_\_\_\_\_

Category Name: \_\_\_\_\_

Category Number: \_\_\_\_\_ Entry fee: \$ \_\_\_\_\_

Check one: Work done by agency?  Work done by contractor?

This is my only entry this year  This is one of multiple entries this year

(Note: **Entry fee payment must accompany your entry/entries. Please see the 2009 Call for Entries for fee information.**)

Award Format  
KAGC 2009 Awards of Excellence  
Presented To

Name(s): \_\_\_\_\_

Organization: \_\_\_\_\_

**BE PRECISE. THIS FORM WILL GO DIRECTLY TO THE ENGRAVER OR PRINTER. The cost of changes to engraved plaques and printed certificates will be the responsibility of the award winner.**