

# AASCIF 2006 Communications Awards



**The AASCIF Communications Awards  
will be presented at the AASCIF Annual Conference,  
Branson, Missouri  
June 18-22, 2006**

Watch for information on the  
**2006 AASCIF Communications Workshop**  
Portland, Maine  
Fall 2006



American Association of  
State Compensation Insurance Funds



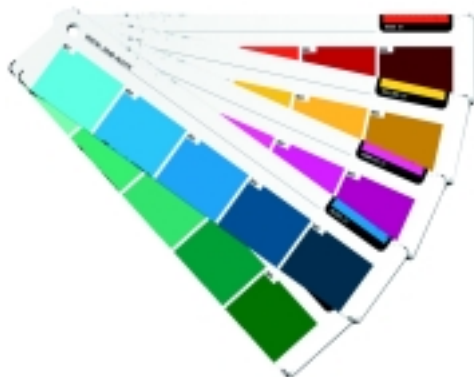
**T**HE AASCIF COMMUNICATIONS AWARDS are presented annually to member funds and boards that have addressed communications issues with professional skill, creativity, and resourcefulness.

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 13 categories. In addition, there is a Best of Show category for the "Best of the Best" among first place winners in all categories. **NEW for this year will be a "People's Choice Award"** selected from the 39 category winners and voted on by the attendees at the AASCIF Annual Conference in Branson, Missouri.

Awards finalists will be notified following judging of the AASCIF entries in May. First, second, and third place winners, plus the Best of Show, will be announced at the AASCIF Annual Conference in Branson, Missouri June 18-21, 2006 and will be posted on the AASCIF Web site.

**Deadline** for receipt of all entries at the Workers' Compensation Board of Manitoba is **Friday, April 21, 2006 at 5:00 PM** (Central time).

**Late entries will not be accepted.**



● Indicates a 2006 change to the category description or entry requirement.

## Eligibility

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

● Items produced between January 1, 2005 and April 10, 2006 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 submitted in the Advertising Campaign categories may also be submitted in the Communications Campaign categories.

Entries submitted after 5:00 PM (Central time) on Friday, April 21, 2006, will not be considered.

## AASCIF Communications Awards Category Descriptions

### 1. External Brochure

Submit one brochure entry only.

### 2. Newsletter - External Audience ●

Newsletter entries can be either print or electronic media delivery (i.e., PDF and HTML). 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

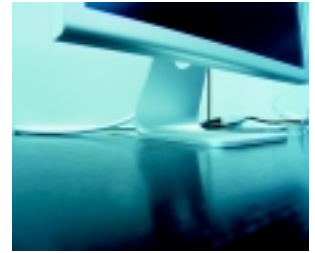
Entry can be either print or electronic media delivery (i.e., PDF and HTML).

### 4. Annual Reports

Entry can be either print or electronic media delivery (i.e., PDF, HTML, Flash, etc.).

### 5. Audiovisual Productions ●

Digital videos, computer generated productions, and sound/slide productions. All entries in this category must be submitted on a CD or DVD, not videotape. Please include the running time and title in the summary. Judges will limit their viewing time to 30 minutes; please specify which segment is to be judged, if total running time is longer.



## How to Prepare Your 2006 AASCIF Entry

### 6. Print Media Advertising Campaigns

Printed advertisements for newspapers, magazines, trade journals, etc. Print advertising campaigns may also be submitted in the Communications Campaign categories.

### 7. Radio/TV Broadcast Advertising Single Spot/or Campaigns ●

Radio/TV advertising campaigns/spot may also be submitted in the Communication Campaign categories.

### 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.

### 9. Internal Communications Excellence ●

This category is for entering an internal communication project or campaign. It may include only one or a combination of these media: intranets, advertisements, events, brochures, newsletters, e-mail, posters, etc.



### 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, Web sites, posters, etc.

### 11. Web Sites ●

Include the URL address. Judges will view the internet site the day of the contest judging. Web site entries must be a new or substantially refreshed/updated existing web site design in content and look. Please note: the Web site must have been created for and maintained by an AASCIF member fund.

### 12. Information Kits

This category includes entries that contain information about services or products offered by AASCIF members in kit/folder format (no manuals).

### 13. Open Category

This includes entries that do not easily fit into another category, such as calendars, magazines, posters, or logos.

### Best of Show

ONE Best of Show will be awarded to the entry that represents the "Best of the Best" among first place winners in all categories.

1. Each entry and its components are limited to one hardcover, stiff-spine, three-ring binder — preferably with clear covers that allow for inserting a cover sheet. Exceptions will be made for large items that cannot fit into a binder. Entries should include any and all supporting materials referred to in the summary.

2. Affix a typed label, or insert on the front cover a completed copy of the entry form including this information:

- Category number
- Category name
- Fund/Board organization name
- Contact person
- Phone number

Please designate a single contact person at your fund or board for all entries.

3. Enclose a BRIEF, double-spaced, typed summary describing the following criteria: Please keep the summary to 1-2 pages in length.

#### 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. Include one completed entry form with each entry.

Photocopies are acceptable. The entry form is also available on the AASCIF Web site, [www.aascif.org](http://www.aascif.org).

● **NEW for 2006 -All 39 winning entries will be mounted and publicly displayed at the AASCIF Annual Conference in Branson. Attendees will be invited to cast their vote for the AASCIF People's Choice Award.**

Please include a second copy of your entry in the back of the judging binder. If selected as a winner, this extra copy will be used for mounting and display. Radio/TV and multimedia winning entries will be available for viewing by laptop computer. The winning entries will also be displayed at the Fall 2006 AASCIF Communications Workshop in Portland Maine.

## 2006 AASCIF Communications Awards ENTRY FORM

### 5. Mail entries to:

The Workers' Compensation Board of Manitoba  
AASCIF Communications Awards  
Attn: Warren Preece, Director of Communications  
333 Broadway  
Winnipeg, MB Canada R3C 4W3  
ph: 204-954-4760

**For more information:** Please contact  
Warren Preece (wpreece@wcb.mb.ca) 204-954-4760  
or Jim Taylor (jtaylor@iwif.com) 410-494-2023

### Important Reminders:

U.S. Shipping: A customs form must be completed when shipping/mailing to Canada.

Non-winning entry materials will not be returned. Winning entries only will be available for viewing and "pick-up" at the 2006 Communications Workshop. Judges' scoring sheets will be mailed to each entering Fund or Board after the Fall workshop.

## Judging Criteria

The Manitoba Chapter of the Canadian Public Relations Society has graciously agreed to conduct, for the second year, the judging for the 2006 AASCIF categories.

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

- Does the entry meet the stated objective?
- 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?
- Is 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.

Awards will be given for first, second, and third place in each category. In addition, one Best of Show prize will be awarded. Entries are limited to one per category.

### **IMPORTANT: A minimum of 3 entries by 3 States or Boards 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 2 or more entries in the "Open Category" are only eligible to receive one award in that category.

● First place winning entrants will be contacted after the AASCIF Annual Conference to submit their winning communications project in PDF or digital format for posting on the AASCIF web site.

Category number (1-13) \_\_\_\_\_

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 \_\_\_\_\_

Fax \_\_\_\_\_ Phone \_\_\_\_\_

E-mail \_\_\_\_\_

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

### **Remember to enclose the following items:**

1. Entry form (photocopies are acceptable)
2. Include 1 copy of the entry (one binder per entry)
  - (Include a 2nd copy in the back of the binder for possible display purposes if selected as a winning entry.)
3. The double-spaced, typed entry summary
4. CD / DVD if relevant

### **Send to:**

The Workers' Compensation Board of Manitoba  
AASCIF Communications Competition  
Attn: Warren Preece, Director of Communications  
333 Broadway  
Winnipeg, MB Canada R3C 4W3 ph: 204-954-4760

**Note:** Be sure to label ALL materials. A receipt of entries will be sent via e-mail to each participant. The deadline for receipt of all entries in Winnipeg, Canada is **Friday, April 21, 2006 at 5:00 PM. Late entries will not be accepted.**