



NACIO

National Association of County Information Officers

2006 Awards of Excellence Competition

Call for Entries

New for 2006 Competition!

In recognition of the growing number of Spanish-language publications and communications, NACIO is sponsoring a parallel awards competition for Spanish-language entries. For details about entry deadlines and procedures for the Spanish-language competition, see the link at the NACIO website: www.nacio.org.

Official Entry Form

2006 NACIO Awards of Excellence Competition

Please carefully read this entry form and make sure to print clearly or type as you complete it. **Each** of the information fields **must be** completed. **Each** entry must have a completed Official Entry Form attached to it. The entry form may be photocopied. If more space is needed, you may attach another sheet of paper. Before mailing, ensure you have provided payment for entry(ies).

If you have questions about this form or the Awards of Excellence Competition, please contact John Lyday at (847) 377-2154, or by e-mail at jlyday@co.lake.il.us. Judges reserve the right to disqualify any entry that has been submitted improperly or fails to include payment for the correct amount. Early bird deadline is **by 5 p.m. March 24, 2006 (the deadline)**. *Late entries received until March 31, 2006. For late entries, please add an additional \$15.00 to your entry fee.*

ENTRY INFORMATION

My Name: _____ I am a current NACIO member I am a non-member

Entry Category Name: _____ Category Letter and Number: _____

Name of Project: _____ (to appear on certificate)

County or State Association Submitting Entry: _____

(Please list county name and corresponding state as follows, i.e. **Kent County, Delaware**)

ADDRESS INFORMATION

Business Address: _____

City: _____ State: _____ Zip: _____

Business e-mail: _____ Business phone: _____

PROJECT INFORMATION

Population of County based on 2000 Census Figures: More than 500,000 Less than 500,000

Purpose of Project: _____

Target Audience: _____ Budget for Project: _____

Project Results: _____

of PIO staff involved in project: _____ Any other interesting thing you want the judges to know about project: _____

PAYMENT INFORMATION

 (Checks/money orders **MUST** be made payable to: NACIO - National Association of County Information Officers.)

Fees are \$35 per submission for NACIO members / \$50 per submission for non-members. Late applications please add \$15.00. Applicants are responsible to pay appropriate fee.

Enclosing Check Enclosing Money Order Paying by Credit Card

If using credit card, please provide the following information:

Card Number: _____ Mastercard: _____ Visa: _____ Exp. Date: _____

Name of Cardholder: _____ Amount Charged: \$ _____

Signature: _____ Payment Comment: _____

_____ **Check here** if credit card information above is for more than one entry. Indicate in "Payment Comment" how many Member/Non-member rates are being paid with this form.

_____ **Check here** if credit card payment information for this entry is provided on another Entry Form. Indicate which Entry Form in "Payment Comment."

AWARD CERTIFICATE INFORMATION

Name of Person: _____

Title of Person: _____

Entry Categories

2006 NACIO Awards of Excellence Competition

Please Note: Judges reserve the right to select award winners only when they deem such recognition is warranted. Judges' decisions are final and may not be contested. **Entries will not be returned.**

A. ANNUAL REPORTS (Any number of pages and colors)

A-1) Magazine or Newsletter Format **A-2)** Newspaper Format **A-3)** Other Format

B. BROCHURES, MULTIPLE-PAGE BOOKLETS

B-1) One-Color and Two-Color **B-2)** Three-Color and Four-Color

C. INTERNAL PUBLICATIONS (Published regularly and strictly for internal distribution)

C-1) Newsletter Format **C-2)** Magazine Format **C-3)** Other Format

D. EXTERNAL PUBLICATIONS (Published regularly and for external use, or a combination of internal and external use)

D-1) Newsletter Format **D-2)** Magazine Format **D-3)** Other Format

E. WRITING

E-1) News Writing **E-2)** Feature Writing **E-3)** News Releases **E-4)** Speeches

E-5) Promotional/Persuasive Writing (editorials, letters to the editor, advertisements, brochure texts, opinion columns, etc.)

E-6) Scripts (for video, public service announcements, slide or computer-assisted presentations, etc.)

F. GRAPHIC DESIGN (Entries that are larger than 11 x 17 in format, need to be folded and sent in an 11 x 17 envelope.)

F-1) Logos, Themes, and Letterheads **F-2)** Graphics for Brochures and Publications (newsletters, programs, etc.)

F-3) Video Graphics and Electronic Graphics **F-4)** Special Graphics (including posters, ads, t-shirts, flags, banners, etc.)

G. PHOTOGRAPHY (You may submit original photographs, reproductions, or published copies.)

G-1) Single Color or Black and White Print

G-2) Series of Photographs (conference coverage, picture story, display, etc.)

H. AUDIOVISUAL PRODUCTIONS (**Please note** playtime on tapes.)

H-1) Videotapes (VHS half-inch format only)

H-2) Public Service Announcements or Other Short Videos (shorter than three-minutes)

H-3) Television Shows (talk shows, TV news magazines, county meetings)

I. SPECIAL PROJECTS

I-1) Ceremonies (ribbon cuttings, open houses, dedications, groundbreaking, etc.)

I-2) Community Events (fairs, concerts, festivals etc.)

I-3) Citizen Education Projects (public health campaigns, how-to-vote absentee, bond and levy campaigns, etc.)

I-4) Public Participation Projects (involving citizens in government activities and decision-making, such as strategic visioning, neighborhood input, etc.)

I-5) Media Relations (news conferences, editorial board meetings, and other news events)

I-6) Other Projects (communication audits and plans, internal communication projects, etc.)

NOTE: All entries in the Special Projects category must include the FULL description of the project's activities, goals, evaluation of success and as much documentation as possible. Documentation may include event programs, news clippings, reports, descriptive brochures or anything describing the level of effort and successful completion of the project.

J. COMPUTER MEDIA

J-1) Internet/Intranet Web Sites and Interactive Media (For **Internet** entries, please include the URL address. For **Intranet** sites not accessible to the public, please provide print copy of the page(s) and/or instructions on how judges can view the site.)

J-2) Other Projects (CD-Rom, multi-media presentations, etc.)

Entry Rules

2006 NACIO Awards of Excellence Competition

- 1) - The 2006 NACIO Awards of Excellence Competition covers projects produced and/or distributed from January 1, 2005 to December 31, 2005.
- 2) - Early bird deadline for the receipt of entries is 5 p.m. March 24, 2006. Late entries please add \$15.00 to entry fee. No entries will be accepted after March 31, 2006. Each entry must be attached to the official entry form. The official entry form may be photocopied.
- 3) - Each entrant is LIMITED TO 10 ENTRIES EACH, which includes co-authored entries.
- 4) - All entries must have been produced by the contestant with outside assistance strictly limited to support functions (typesetting, printing, technical, and production services). Projects contracted to outside individuals, studios, ad agencies, and public relations firms are not eligible.
- 5) - Each entry will be judged for its originality, effectiveness, results, degree of effort and difficulty, overall quality, and strength of impression. Entries are eligible to win “Superior,” “Excellent,” and “Meritorious” awards. Up to two “Superior Awards” may be given per category at the discretion of the judges. Whenever possible, entries submitted will be judged with those counties of the same size (**More than 500,000** population and **Less than 500,000** population). One “Best of Class” recognition may be awarded in each category. One “Best of Show” recognition may be awarded to the most outstanding single entry in the entire program. Judges reserve the right to omit these awards. Judges’ decisions are final and may not be contested.
- 6) - An item may be entered in more than one category, but for each category entered we must receive an entry form, an entry fee, a photocopy of the entry form, a photocopy of the check/money order, and a hard copy of the entry.
- 7) - **SUBMISSION MAILING INFORMATION** – There are two payment options (A or B). See the instructions below for either option. Checks and money orders must be made out to NACIO (National Association of County Information Officers) and **not to NACo**.

Option A

IF PAYING BY CHECK OR MONEY ORDER

The following directions must be followed and items included for the submission to be eligible.

SUBMISSION REQUIREMENTS

- 1) Actual work project
- 2) Completed entry form
- 3) Photocopy of the entry form
- 4) Check or money order for the entry fee
- 5) Photocopy of the check or money order for each entry (*Especially if one check covers multiple entries*)
- 6) Mail to:
ATTN: NACIO Awards of Excellence Competition
John Lyday / Victoria Wiedel
SWALCO
1311 North Estes Street
Gurnee, IL 60031

Option B

IF PAYING BY CREDIT CARD

The following directions must be followed and items included for the submission to be eligible.

SUBMISSION REQUIREMENTS

- 1) Actual work project
- 2) Completed entry form with credit card information listed in the “**Payment Information section**” for the entry fee. (*If more than one entry is being paid for with same credit card, see directions printed below the “**Payment Comment**,” and checkmark the appropriate line.*)
- 3) Photocopy of the Entry Form
- 4) Mail to:
ATTN: NACIO Awards of Excellence Competition
John Lyday / Victoria Wiedel
SWALCO
1311 North Estes Street
Gurnee, IL 60031

Entry Instructions

2006 NACIO Awards of Excellence Competition

- The early bird deadline for the receipt of entries is 5 p.m. March 24, 2006. Late entries will be accepted until March 31, 2006. Late entries please add \$15.00 to the entry fee.
- NACIO Awards Submission Fees are \$35 per entry/per each category for current, active NACIO members.
- NACIO Awards Submission Fees are \$50 per entry/per each category for non-members.
- It is the applicant's responsibility to pay the appropriate fee (Member rate or Non-Member rate) for their entry(ies) for the Awards of Excellence Competition. A Non-Member **may not** submit an entry under a member's name.
- NACIO membership is based on a calendar year. Membership status expires on December 31 of each year. Those who have not paid for a 2006 NACIO membership are not members, and do not qualify for the reduced entry fee for this year's Awards of Excellence Competition.
- Tom Goodman is the contact person for NACIO membership. You may contact Tom to determine your membership status prior to submitting your entry at 202-393-6226 or by e-mail at: **tgoodman@naco.org**.
 - ◆ **Membership forms and membership payments** should be sent to Tom Goodman at:
National Association of Counties / 440 First St. NW / Washington, D.C. 20001
 - ◆ Memberships can also be handled by calling Tom Goodman and using a credit card for payment.
 - ◆ Memberships can also be handled through NACIO's website at: **www.nacio.org**
 - ◆ Memberships forms and payment can also be sent with NACIO Award Entry(ies) to-
ATTN: NACIO Awards of Excellence Competition, John Lyday / Victoria Wiedel, SWALCO, 1311 North Estes Street, Gurnee, IL 60031
- NACIO memberships are for qualified individuals—not counties, departments, etc. Memberships are not transferable, and only staff members employed by counties, state associations and non-county government entities are eligible to compete in NACIO's Awards of Excellence Competition.
- Entries will not be accepted unless a check, money order, or credit card information is provided to pay for the submitted entry(ies). A photocopy of the payment record is also required for each entry.
- Checks or money orders **must be** made payable to: **NACIO** (National Association of County Information Officers) and **not to** NACo. No refunds will be made for membership fees. Purchase orders will not be accepted.
- Each entry must be attached to the Official Entry Form. The Official Entry Form may be photocopied.
- An item may be entered in more than one category, but for each category entered we must receive an entry form, an entry fee, a photocopy of the payment record, a photocopy of the entry form, and a hard copy of the entry.
- The list of award winners will be published in the **"The Art of Communication"** (NACIO's newsletter) and posted on **www.nacio.org**. NO ANNOUNCEMENTS will be made on behalf of counties and state associations winning awards.
- **ENTRIES WILL NOT BE RETURNED.**

NACIO Membership Form

Are You a NACIO Member?

Why should you join the National Association of County Information Officers (NACIO)? By joining NACIO, you will save money on entry fees when competing in the annual Awards of Excellence Competition. You will also receive additional benefits including “**The Art of Communication**” (NACIO’s newsletter) and all other mailings. NACIO is an affiliate of the National Association of Counties (NACo). Established in 1966, NACIO promotes more effective communication between counties and citizens. This growing organization also supports the programs and policies of NACo, promotes public understanding of the functions of county government, promotes better understanding between the public and its elected officials, and strives to improve the professional capabilities of its members. Check it out on the web at www.nacio.org. For membership information, contact Tom Goodman at 202-393-6226 or by e-mail at: tgoodman@naco.org.

NACIO membership is based on a calendar year. Membership status expires on Dec. 31 of each year.

NACIO Membership Information

Please check one: New Membership Renewal

Please check one: County Staff Member (\$75 for one person, \$50 each additional person from the same county).

State Association of Counties (\$100 for one person, \$50 each additional person from same SAC).

Non-County Government, school board, municipality etc. (\$175 per person).

Business or Corporation (\$250 per person).

Name: _____

Title: _____

Business Mailing Address: _____

City: _____ County: _____ State: _____ Zip: _____

Organization: _____ Daytime Phone: _____

E-mail: _____ Fax: _____

Membership survey: I found out about NACIO from _____

Paying by check or money order. Amount enclosed is: \$ _____ (Made payable to NACIO)

Payment is being mailed with credit card information on this form – see **Mailing Instructions** below for details.

NOTE: Memberships can also be handled by calling Tom Goodman (202-393-6226) and using a credit card for payment.

Membership Fee Mailing Instructions

Please send this Membership Form with a check or money order, or the completed credit card information below to:

Tom Goodman / National Association of Counties / 440 First St. NW / Washington, D.C. 20001

If using credit card, please provide the following information:

Card Number: _____ Exp. Date: _____

Name of Cardholder: _____ Mastercard: _____ Visa: _____

Amount Charged: \$ _____ Signature: _____

Payment Comment: _____

(Use this line if the amount charged above is for more than one membership. If so, list how many memberships it is for and include other membership forms.)

No refunds will be made for membership fees.