

North Carolina City & County Communicators

OVERVIEW

The NC3C Awards, presented each spring at the annual conference, are designed to foster achievement among our membership by showcasing top-level work, by sharing ideas and learning from each other, and by preparing city and county communicators for competition in national-level communications award programs.

ENTRY RULES

This competition is for current NC3C members only. Members may enter in as many categories as they choose. First-place and second-place awards will be given for each category/sub-category.

Entries must be limited to items completed between January 1, 2011 – December 31, 2011. Entries must be received by **February 7, 2012**.

Entry fee is \$25 per entry. More than one entry may be submitted in any category, so two entries in one category would be \$50. Also, any entry may be submitted under more than one category (make sure to create entry packets for each entry in each category). Entry fees must accompany entry (you can combine into one check).

Make checks payable to NC3C.

Mail entries to:

Mandy Pitts
PO Box 398
Hickory, NC 28603

Or if UPS, FedEx, etc. is used

Mandy Pitts, Room 305
76 North Center Street
Hickory, NC 28601

AWARD CATEGORIES

1. Chris Coulson Memorial Award

The Chris Coulson Memorial Award may be presented to one individual who demonstrates a passion for making a difference in the profession and in the lives of citizens and whose character, career and service represent the highest standards and who excels in the practice of local government communications and/or has accomplished an outstanding one-time achievement. Nominations will be accepted via a written letter that details the person's career and accomplishments. It is permissible to nominate yourself. An electronic nomination form for the Chris Coulson Memorial Award may be found on the NC3C website (NC3C.com).

2. TV and Videos

- a. Interview/talk show
- b. Regular programming (including magazine shows and news programming)
- c. One-time special programming

- d. Public service announcement
- e. Promotional video (channel ID or single spot not to exceed 2 minutes promoting community event or specific city/county program)
- 3. **Printed Publications** (5 categories)
 - a. Employee newsletters
 - b. External newsletters (residents or targeted audiences)
 - c. Magazine
 - d. Annual Report
 - e. Brochure
- 4. **Communication Technology** (5 categories)
 - a. Electronic Employee Newsletter
 - b. Electronic External Newsletter (residents or targeted audiences)
 - c. Website
 - d. Intranet
 - e. Other technologies (blogs, pod casts, customer call centers, etc)
- 5. **Marketing Tools**
 - a. Direct mail or print advertising
 - b. Branding/New logo
 - c. Best use of Promotional item
- 6. **Special Events** (overall planning, promoting and executing of a special event)
- 7. **Citizen Participation** (programs that encourage citizen education and participation in the governmental process).
- 8. **Community Visioning** (programs for promoting deliberations among diverse community interests in order to guide a community decision on future direction and vision)
- 9. **Service Delivery** (innovative program, service or delivery system improvements for meeting citizen customer needs)
- 10. **Communication or Marketing Plans** (concise plans that include problems, definitions, strategies, expected outcomes and evaluation procedures)
- 11. **Most Creative Activity with Least Dollars Spent** (programs and materials that generate big impact with few resources expended)

PREPARING YOUR ENTRY

An entry package consists of **two complete sets** of the following:

- A completed **Entry Form**
- **The entry itself**, such as newsletters, publications, videos, program plans
 - For websites, include the URL address, plus a printed copy of selected web pages
 - For intranet sites and electronic newsletters not accessible to the public, include either instructions on how judges can view the site or provide hard copies, video, or CD.
 - Please submit at least two, but no more than four, different issues of newsletters. TV and Video category submissions must be on DVD or VHS 0.5" format, with playtimes noted.
- A **descriptive letter** that includes:
 - Problem/Opportunity Statement** - Describe the situation or environment that created the need for this project or program.
 - Intended Goals or Outcomes** - Describe the measurable outcomes this project or program was designed to achieve.
 - Documentation of Achievement** - Describe quantitative or qualitative measures of the degree of success. Include copies of relevant materials, such as surveys, election results, media coverage, citizen evaluations, levels of participation and/or descriptions of citizen access

Budget and Use of Outside Resources - Provide details in regard to project budget, including quantity printed, if applicable. Describe other resources used and percentage of work produced in house and by outside vendors.

- A **short, 50-word synopsis** of the entry for the awards ceremony. Think of this as a mini commercial noting the key points of your entry.

2012 NC3C Excellence in Communications Awards Entry Form

Project/Program Title: _____

Entrant's Name(s) & Title(s): _____

Agency: _____

Entrant's Email Address (main contact): _____

Mailing Address: _____

City: _____ ZIP: _____

Phone: _____ Fax: _____

Entry Category

TV/Video

- Interview/talk show
- Regular programming (including magazine shows and news programming)
- One-time special programming
- Public service announcement
- Promotional video

Printed Publications

- Employee newsletters
- External newsletters (residents or targeted audiences)
- Magazine
- Annual Report
- Brochure

Marketing Tools

- Direct mail or print advertising
- Branding/New logo

- Best use of Promotional item

Communication Technology

- Electronic Employee Newsletter
- Electronic External Newsletter (residents or targeted audiences)
- Website
- Intranet

Communication Plans

Community Visioning

Citizen Participation

Service Delivery

Other technologies

Special Events

Most Creative w/Least Dollars Spent

Project Details

Date Project Began: _____ Ended: _____

Target Audience Served: _____ Total Audience Served (#) _____

Total Project Cost: _____ Per Piece Cost (if applicable) _____

Total Outside Consultant Cost: _____ Total In-Kind Value _____

Submission Requirements

Each entry must be accompanied by a check (\$25), payable to NC3C, and include TWO sets of each; entry form, narrative, and program materials. **Entries must be received by February 7, 2012.**

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Hickory, NC 28601