



Communication Awards 2024

AASCIF Awards Entry Guide

CALL FOR ENTRIES

AASCIF’s goal is to recognize the best, most creative, and effective communications programs created by member organizations.

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Awards Overview

AASCIF Communication Awards include prizes awarded in eight (8) categories. Each category has prizes for first, second, and third place.

Award winners will have the opportunity to showcase their winning entries at the virtual awards showcase on **October 30, 2024 at 12:00 Noon EST.**

Awards Program Timeline

- Open For Submissions Starting – June 25, 2024
- **Submission Deadline – August 30, 2024**
- Judging Deadline – September 30, 2024
- Awards Event – **October 30, 2024 at 12:00 Noon EST**
- First, second, and third place award submissions will be available to the AASCIF community following the event.

Eligibility

- Participation is open to all AASCIF-member state funds or boards.
- Entries should represent the fund or board for which they were created.
- Items produced between January 1, 2023 and March 31, 2024 are eligible for entry.
- **Entries are limited to one per category per fund.**
- Identical entries in more than one category will NOT be accepted.
- Individual assets and pieces may be submitted both individually and as part of a larger campaign.
- Entry items cannot have been entered in past AASCIF competitions.
- Entries received after the due date will not be accepted.

Categories



1. External Campaigns

This category is dedicated to all materials created for external campaigns and media placements. It includes **advertisements, billboards, radio spots, television commercials, Connected TV (CTV), e-marketing and display advertising.** Entries should showcase the creativity and effectiveness to engage the target audience.



3. Excellence in Design

Recognizing the art of visual communication, this category honors design excellence in both printed and digital formats such as **logos, posters, cards, flyers, and brochures.** It highlights aesthetic and functional aspects of these materials, which play a crucial role in branding and marketing strategies.



5. Website & Mobile Apps

This category recognizes outstanding **websites and mobile applications.** Submissions should include URLs or instructions for app download, demonstrating user interface, user experience, and overall functionality.



7. Social Media

This category includes single posts or entire social media campaigns. Entries should be submitted as PDFs or links, highlighting their innovation, engagement metrics, and overall effectiveness in leveraging social platforms.



2. Internal Campaigns

This category showcases internal campaigns and communications designed to engage and inform employees such as **newsletters, flyers, brochures, intranet pages, or blogs.** Entries should demonstrate creativity, strategic thinking, and effectiveness in achieving internal communication objectives.



4. Excellence in Writing

This category is for exceptional writing across any medium, including **blogs, whitepapers, articles, and guides.** Submissions must be a minimum of 500 words, showcasing mastery in language, coherence, and the ability to engage and inform readers.



6. Videos

Dedicated to the power of visual storytelling, this category recognizes outstanding **video productions.** Entries may be submitted as MP4 files or links and will be judged based on creativity, execution, and how effectively they communicate their intended message.



8. Community Impact

This category honors initiatives that demonstrate significant philanthropic impact including projects focused on charitable giving, community engagement, or volunteer efforts.

Note: If there are fewer than three entries in any single category, the committee will judge them in an open category to ensure all entries receive consideration.

Award Submission Process

Deadline for entry submission is Friday, August 30, 2024. Entries must be submitted in the AASCIF online community. If you have not yet set up your free account, go to <https://aascif.memberclicks.net/CommunicationAwards2024>.

1. **Select Your Best Work:** Review the work your team produced between January 1, 2023 and March 31, 2024 and select your best work based on the award entry categories.
2. **Prepare:** Formulate answers to the following questions so that you can easily enter them into the online submission form in the AASCIF online community.
 - **Objectives and Strategy.** What are the specific and measurable objectives of the program? How does 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. How does your submission support diversity, equity, and inclusion?
 - **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.
3. **Complete the Online Submission Form:**
 - Visit <https://aascif.memberclicks.net/CommunicationAwards2024> and log in.
 - Click **2024 Communication Awards** in the top menu to open the online form.
 - Complete the award submission questionnaire in the online form.
 - Upload all your samples to the online form. All entries must be electronic files. PDF entries may include links to external media or to your website resources.
 - **Note:** All uploaded entries must use the following naming convention: STATE ABBREVIATION_CATEGORY NUMBER, for example: TX_CAT1.PDF
 - Click **Submit Your 2024 Entry**.

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, for example, specify what you were trying to change, by how much, and in what period of time.
7. Show how your evaluation links to objectives.
8. Include specific stakeholders/ audiences.
9. Include detailed budget, for example, 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 document.

Judging Process

- A panel of judges will review all submissions and score the entries based on a rubric. The top scoring entries will be selected based on numeric scores.
- Judges will include communications professionals from AASCIF-member state funds and boards, and representatives from the local PRSA Chapter.
- AASCIF-member fund representatives may not judge entries submitted by their own state fund.
- A minimum of three entries by three states or provinces must be entered per category. If there are fewer than three entries in any single category, the committee will judge them in an open category to ensure all entries receive consideration.
- Awards will be given for first, second, and third place in each category.

Questions?

For questions or concerns, please contact info@aacif.org.