

*The*  
**2008**  
*SiOC Awards*

*Recognizing excellence  
in state government  
communications*

Entry forms and instructions available online at  
[www.ca-sioc.org/awards](http://www.ca-sioc.org/awards)

**DEADLINE: Entries must be received no later than  
4:30 p.m. on Friday, March 15, 2008.**

**SiOC**

The State Information Officers Council

- WHO CAN ENTER?** State of California government employees of any agency, board, commission, department, or office.
- REQUIREMENTS:**
1. Each submission must be accompanied by payment of entry fees.
  2. Include (2) entry forms and (2) project summary forms per entry.
  3. One check may accompany multiple entries as long as the check number and entering organization is noted on each entry form.
  4. All materials and payments must be submitted by the deadline.
  5. Please read the Official Rules (below) thoroughly for more details.
- DEADLINE:** **4:30 p.m. on Friday, March 15, 2008**  
Questions may be directed to SiOC Awards Chair Roni Java at [rjava@ciwmb.ca.gov](mailto:rjava@ciwmb.ca.gov) or by calling (916) 341-6732.
- DELIVER ENTRIES TO:** **2008 SiOC Awards Competition**  
**Ogilvy Public Relations**  
2495 Natomas Park Drive, Suite 650  
Sacramento, California 95833  
Map available at [www.ca-sioc.org/awards](http://www.ca-sioc.org/awards)

### OFFICIAL RULES

1. The competition is open to all State of California employees, regardless of SiOC membership.
2. All work must have been produced between January 1 and December 31, 2007 by a California state board, office, commission, agency, or department.
3. The cost per entry is \$30 for SiOC members and \$35 for nonmembers. To receive the member discount, at least one of the entrants listed on the award must be a SiOC member. Entry fees cover the cost of producing the awards.
4. Please do not submit the same entry in more than one category.
5. All entries must be **received** no later than 4:30 p.m. on deadline day. Postmarks will not be accepted. Any entries received after the deadline will not be considered.
6. Materials submitted must include the project or product, the entry fee, (2) copies of the entry form, and (2) copies of the project summary form. (Please provide single-sided copies of your entry documentation to facilitate processing and judging.)
7. Entry forms must include both office and cell or home numbers. Statements of purpose must be filled out completely and thoroughly.
8. Submissions should be mounted on display board or packaged in a binder, folder, or tape case as appropriate. Displays may be mounted on a black board no larger than 24" x 30" and proportionate to the size of the entry. However, please do not mount brochures, press releases, or similar items – submit them in a transparent plastic sleeve.
9. Audio-visual entries must be submitted on a clearly labeled CD, DVD, cassette tape, or VHS.
10. Deliver or mail entries to the offices of Ogilvy Public Relations as indicated above.
11. Entries are judged for three levels of awards and *may* be awarded as follows: Honorable Mention, Silver, and Gold. Awards are made according to the discretion of the judges.
12. All winners are honored at the annual SiOC Awards ceremony held in May.
13. Space permitting, winning entries will be on display at the awards ceremony.
14. All entries must be picked up at the awards ceremony or by special arrangement. Unclaimed entries will be discarded.

### 1. WRITING

- 1A – Press Release
- 1B – Opinion
- 1C – Feature
- 1D – Speech
- 1E – Script

### 2. REPORTS

Includes annual reports or special reports.

### 3. PUBLICATIONS

Includes internal and external publications.  
Please specify on entry.

- 3A – Newsletter
- 3B – Magazine
- 3C – Brochure or Pamphlet

### 4. AUDIO-VISUAL PRODUCTION

- 4A – Video: Training or Documentary
- 4B – Video: Education, Outreach, or Marketing
- 4C – PSA, Commercial, or Advertisement:  
Video or Audio

### 5. GRAPHICS

- 5A – Technical Illustration or Infographic
- 5B – Brand Identity Package or Product
- 5C – Photography (Color or Black and White)

### 6. SPECIAL PROJECTS

- 6A – Promotional Device
- 6B – Direct Mail Program
- 6C – Poster
- 6D – Calendar
- 6E – Event
- 6F – Public-Private Partnership

### 7. MEDIA RELATIONS

- 7A – Media Kit
- 7B – Media Campaign

### 8. INTERNET COMMUNICATIONS

- 8A – Department or Agency Web site
- 8B – Internet Outreach (YouTube.com, blogs, etc.)

### 9. BEST BANG FOR YOUR BUCK

Best product impact for under \$1,000

## COMPETITION CATEGORIES – DEFINITIONS

**Audio-Visual Productions** – Can include materials for internal or external audiences, as well as advertising.

**Brand Identity Packages** – Items that create a brand identity for the submitting department or agency, including, but not limited to, letterhead, business cards, envelopes, etc.

**Features** – Written stories in a publication (can be in-house or external) that demonstrate a more creative and expository nature than news releases.

**Internet Communications** – Web sites, blogs, outreach to commercial online sites such as YouTube.com, etc.

**Magazines** – Periodicals printed between two and 52 times per year that generally display more photography and illustrations than newsletters and carry more fully developed news stories, editorials, and features.

**Newsletters** – Publications that contain short articles and typically run 4–24 pages.

**News Releases** – Informative written pieces created with the intent to be distributed to the media.

**Promotional Devices** – Items created to promote the mission or image of the state agency or department. Includes, but is not limited to, postcards, T-shirts, totes, educational premiums, etc.

**Publications** – Materials intended for the public, constituents, or representatives and target audiences outside the state agency or department. Internal publications are materials whose main audience is state employees (can include retirees).

**Public-Private Partnership** – Program or campaign that leverages state (public) resources to attract private-sector participation.

**Reports** – Reports that are published (or are scheduled to be published) each year.

### JUDGING CRITERIA

The judges are asked to rate each entry on a scale of 1–10, with 10 being the highest score.  
Scores reflect both the narrative descriptions and work samples in the application packet

**Quality of Summary** .....Possible score of 10

**Accomplishments and Special Challenges** (including time, budget, or staffing).....Possible score of 10

**Effectiveness of the Entry/Quality of the Work Submitted**.....Possible score of 30

(Note: Quality must be demonstrated in both samples and entry narrative.)

- Creativity
- Current/Timely
- Clear Goals/Clarity of Entry

**Maximum Points: 50**

### TIPS FOR PRESENTATION

Presentation is key.

Judges will look at the entire product, including how your entry is presented.  
The entry itself should be as professional as the project entered.

#### Countdown of Judges' Top 10 Peeves

10. **“One-size fits all.”** Don't repackage the entry from one competition to fit another.
9. **We can't read your mind.** Remember, the physical entry does not stand on its own merits. You need to define your audience, objective, terms, strategy, etc. in the summary so that judges are not forced to make assumptions.
8. **Don't cook the books.** Be forthright about your budget and what you had available to you.
7. **We weren't born yesterday.** Judges work in the trenches, too. Put the positive spin on the constraints.
6. **Don't sell yourself short.** Choose your category carefully. A brochure can go into the brochure category, or it might fit in another category, such as direct mail campaign. Pick only one category.
5. **Don't play “the numbers game.”** Quantity does not equal quality. Submitting four mediocre entries in one category will not impress the judges or improve your chances of winning. Enter your best work, and if you consider several pieces outstanding, then enter them (refer back to #6).
4. **Build a better mousetrap.** Do not make your entry difficult for the judges to work with. Size, number of pieces, and accessibility all count and can frustrate judges.
3. **Check your spelling.** Typos, grammatical errors, misspelled words on the entry forms will affect your scores.
2. **Breathless in Sacramento.** Everyone has the same deadline, so please do not call and ask for an extension. The deadline is final.
1. **Follow instructions.** Everything you need to know and do is in the instructions. Please read them!



# Awards Competition Entry Form

Two copies of this form must accompany each entry. Please use Adobe Acrobat to complete and print.

|  |                  |          |
|--|------------------|----------|
| CONTACT:   | DEPT:            |          |
| ADDRESS:   | CITY/ZIP:        |          |
| OFFICE PHONE:  | CELL/HOME PHONE: |          |
| E-MAIL:  | ENTRY AMT.: \$   | CHECK #: |
| CATEGORY NAME:   |                  |          |
| SUBCATEGORY NAME & NUMBER:   |                  |          |
| TITLE OF ENTRY:  |                  |          |
| NAME(S) AS YOU WISH THEM TO APPEAR ON THE AWARD: (Note: Department name will also be listed on the award.) |                  |          |

|           |                              |   |
|-----------|------------------------------|---|
| ENTRY #:  | <b>FOR OFFICIAL USE ONLY</b> | <input type="checkbox"/> <b>RENEWING/NEW MEMBERSHIP</b><br>Note: The discount on entry fees applies only to members. Members submitting projects on behalf on nonmembers from their department must remit full entry fee. |
| RECEIVED: |                              |   |



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| RECEIVED: |                              |   |



# Awards Competition Project Summary Form

**Two copies of this form must accompany each entry. Please use Adobe Acrobat to complete and print.**

CONTACT:

DEPT:

CATEGORY NAME:

SUBCATEGORY:

TITLE OF ENTRY:

CELL/HOME PHONE:

**Includes:** Statement of purpose, any special challenges (time, budget, or staff constraints); target audience; and effectiveness, impact or result of the project. Be clear and concise. An optional second page is provided, or you may include a typewritten second page using one-inch margins and 11-point type.

**Hint:** Include information you believe judges should consider about your project. Projects do not speak for themselves. You must help the judges understand the context of the project, as well as your constraints and accomplishments

PROJECT SUMMARY: (Note: Must be accompanied by a state agency.)



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