

2011 SiOC Awards

“Recognizing Excellence
In State Government Communications”

DEADLINE:

Entries must be received no later than
5 p.m. on Thursday, March 24, 2011

Additional entry forms and instructions available online at
www.ca-sioc.org/awards

*Mark your calendar now for the SiOC Awards Luncheon
Tuesday, May 24, 2011*

SiOC Awards Competition Rules and Instructions

WHO CAN ENTER? State of California government employees of any agency, board, commission, department, or office.

REQUIREMENTS: 1. By 5 p.m. on Monday, March 21, 2011, **e-mail** an advance copy of your entry forms to Awards Chair Yvonne Stewart-Buchen and Co-Chair Roni Java at siocawards2011@gmail.com.

This requirement is essential for tracking all submissions.

2. Drop off completed entry packets (address below) between **March 21 and 24, 2011 [Monday-Thursday, 3 to 5 p.m. only]**.

3. Include payment of fees with each entry.

4. You may submit one check to cover multiple entries. However, a photocopy of your check must be included with each entry. The check number and entering organization must also be noted on each entry form. This helps SiOC to credit your payment properly.

5. With each entry, please include two (2) hard copies of your entry forms and two (2) project summary forms. These are for the judges.

6. All materials and payments must be submitted by the deadline.

7. Please read the Official Rules thoroughly for competition details.

DEADLINE: **5 p.m. on Thursday, March 24, 2011**

DELIVER ENTRIES TO: **Jeanie Esajian, 2011 SiOC President**
Christofer Center Building
Managed Risk Medical Insurance Board
1000 G Street (10th and G downtown) – 4th Floor
Sacramento, California 95814

Map: <http://maps.google.com/maps?hl=en&tab=wl>

Questions? Questions may be directed to SiOC Awards Chair Yvonne Stewart-Buchen and Co-Chair Roni Java at siocawards2011@gmail.com or by calling 916-527-4379.

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, 2010 by a California state board, office, commission, agency or department.
3. The cost per entry is \$30 for SiOC members and \$45 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. While you do not have to be a member of SiOC to enter this annual awards competition, now is an excellent time to consider joining! Submitting just two entries at the member-discounted rate saves enough to cover your SiOC membership for the entire year! Membership information is available at www.ca-sioc.org.
5. Please do not submit the same entry in more than one category.
6. All entries must be received no later than 5 p.m. on deadline day. Postmarks will not be accepted. Any entries received after the deadline will not be considered.
7. Materials submitted must include the project or product, the entry fee, two (2) copies of the entry form, and two (2) copies of the project summary form. (Please provide single-sided copies of your entry documentation to facilitate processing and judging.)
8. Entry forms must include both office and cell or home numbers. Statements of purpose must be filled out completely and thoroughly.
9. Remember – e-mail an advance copy of your completed entry form(s) to the Awards Chairs prior to the deadline day. We use this information to tally all entries received and ensure each packet is accounted for.
10. Submissions should be packaged in a binder, folder, or DVD/CD/tape case as appropriate. Entries may also be mounted on a display board no larger than 16" x 20" and proportionate to the size of the entry. However, please do not mount brochures, press releases, or similar items – simply submit them in a transparent plastic sleeve.
11. Audio-visual entries must be submitted on a clearly labeled CD, DVD, cassette tape or VHS.
12. Entries may be delivered during the days and times specified in the "Requirements" section (above). However, all entries must be received by 5 p.m. on the final deadline day.
13. 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.
14. All winners are honored at the annual SiOC Awards ceremony held in May.
15. Space permitting, winning entries will be on display at the awards ceremony.
16. All entries must be picked up at the awards ceremony or by special arrangement. Unclaimed entries will be discarded.

SiOC Awards Competition Categories

1. WRITING

- 1A – Press Release
- 1B – Opinion-Editorial or Guest Column
- 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
- 3D – Other (including handbooks, guides, special publications, etc.)

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 \$1,500

COMPETITION CATEGORIES – DEFINITIONS

Audio-Visual Productions – Can include materials for internal or external audiences, as well as advertising. Uses a visual medium intended for presentation or broadcast.

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, or outreach using 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.

SiOC Awards Judging Criteria and Tips

JUDGING CRITERIA

Each entry receives up to 50 points maximum. 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

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. Remember, the physical entry does not stand only on its own merits. You need to define your audience, objective, terms, strategy, etc. in the summary so that the 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. Judges work in the trenches, too. Put a positive spin on the challenges you faced.
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 so-so 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 write-up carefully. Typos, grammatical errors, or misspelled words on the entry forms can, and will, affect your scores.
2. We appreciate your workload. Please respect the deadlines. Everyone has the same deadline and extensions are not available. Plan ahead.
1. Follow instructions. Everything you need to know and do is in the instructions. Thank you for reading them. And thank you for entering. Good luck!

SiOC Awards Entry Form (Copy 1)

Entry Category Name & Number: _____

Contact Name: _____
Department/Agency: _____
Address: _____
Office Phone: _____
Cell or Home Phone: _____
E-mail: _____

Title of Entry: _____

Check # and Entry Fee Amount Enclosed: _____

(Note – The discounted \$30 entry fee applies only to members. Persons submitting projects on behalf of nonmembers from their department must remit full entry fee of \$45.)

NAME(S) AS YOU WISH THEM TO APPEAR ON THE AWARD:

(Note – Department name will also be listed on the award.)

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SiOC Awards Entry Form (Copy 2)

Entry Category Name & Number: _____

Contact Name: _____
Department/Agency: _____
Address: _____
Office Phone: _____
Cell or Home Phone: _____
E-mail: _____

Title of Entry: _____

Check # and Entry Fee Amount Enclosed: _____

(Note – The discounted \$30 entry fee applies only to members. Persons submitting projects on behalf of nonmembers from their department must remit full entry fee of \$45.)

NAME(S) AS YOU WISH THEM TO APPEAR ON THE AWARD:

(Note – Department name will also be listed on the award.)

SiOC Awards Project Summary Form (Copy 1)

Entry Category Name & Number: _____

Contact Name: _____

Department/Agency: _____

Best Contact Phone: _____

E-mail: _____

Title of Entry: _____

Project Summary (Please use space below)

Please include: Statement of purpose, any special challenges (time, budget, or staff constraints); target audience; and effectiveness, impact or result of the project. Also indicate if the project was completed using only in-house resources, or with the help of a partner entity (PR firm, etc.)

Here is your chance to shine. Be clear and concise. You may use this page, as well as an optional second page, or you may include a separate typewritten page using one-inch margins and 11-point type.

Hint: Include information you believe the 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, and any quantifiable results.

SiOC Awards Project Summary Form (Copy 2)

Entry Category Name & Number: _____

Contact Name: _____

Department/Agency: _____

Best Contact Phone: _____

E-mail: _____

Title of Entry: _____

Project Summary (Please use space below)

Please include: Statement of purpose, any special challenges (time, budget, or staff constraints); target audience; and effectiveness, impact or result of the project. Also indicate if the project was completed using only in-house resources, or with the help of a partner entity (PR firm, etc.)

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