

The graphic features a blue background with a pattern of white stars. At the top, a decorative banner with a red, white, and blue striped pattern and two red eagles is positioned above a white rectangular box containing the year "2010". Below this, a large oval frame with a red border and a white interior contains the NACIO logo and the event title. The oval is flanked by two red eagles and a decorative banner at the bottom. At the very bottom of the image, the word "NACIO" is written in large, blue, 3D-style letters.

2010

NACIO

National Association of County Information Officers

**Awards of Excellence
Competition**

CALL FOR ENTRIES

NACIO

OFFICIAL ENTRY FORM
2010 NACIO Awards of Excellence Competition

Please carefully read this entry form and make sure to print clearly or type as you complete it. ALL 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 Lori Hudson at (813) 272-5314, or by email at HUDSONLE@HILLSBOROUGHCOUNTY.ORG. Judges reserve the right to disqualify any entry that has been submitted improperly or fails to include payment for the correct amount. **Entries must be received by 5:00 p.m. March 26, 2010.**

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: _____
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 email: _____ 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: _____

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. Applicants are responsible for proper payment.

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 is for more than one entry. Indicate in "Payment Comment" how many Member/Non-member fees 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 (to appear on certificate) : _____
Title of Person (to appear on certificate) : _____

ENTRY CATEGORIES

2010 NACIO Awards of Excellence Competition

Please Note: Judges reserve the right to select award winners 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, opinion columns, etc)

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

F. GRAPHIC DESIGN (Entries 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)

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

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) DVD

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

H-3) Television and Radio Shows (talk shows, news magazines, county meetings, etc.)

I. SPECIAL PROJECTS

I-1) Ceremonies (ribbon cuttings, open houses, dedications, groundbreakings, 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 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
2010 NACIO Awards of Excellence Competition

- 1) The 2010 NACIO Awards of Excellence Competition covers projects produced and/or distributed from January 1, 2009 to December 31, 2009.
- 2) No entries will be accepted after March 26, 2010. 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. Check 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

Failure to include all items listed below will cause

The submission to be ineligible.

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:
Lori Hudson
601 E. Kennedy Blvd
Communications, 16th Floor
Tampa, FL 33602

Option B

IF PAYING BY CREDIT CARD

Failure to include all items listed below will cause

The submission to be ineligible.

SUBMISSION REQUIREMENTS

- 1) Actual work project
- 2) Completed entry form listed in the "**Payment Information Section**" for the entry fee. (If more than one entry is being paid for with the same credit card, see directions printed below the "**Payment Comment**" and checkmark the appropriate line.)
- 3) Photocopy of the Entry Form
- 4) Mail to:
Lori Hudson
601 E. Kennedy Blvd.
Communications, 16th Floor
Tampa, FL 33602

ENTRY INSTRUCTIONS

2010 NACIO Awards of Excellence Competition

- 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 2010 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 email at: tgoodman@naco.org.
 - **Membership forms and membership payments** should be sent to Tom Goodman at: **National Association of Counties/ 25 Massachusetts Ave. NW, Suite 500/ Washington, D.C. 20001**
 - Memberships can also be handled by calling Tom Goodman and making a credit card payment
 - Memberships can also be handled through NACIO's web site at: www.nacio.org
 - Memberships forms and payment can also be sent with NACIO Award Entry(ies) to Lori Hudson at: 601 E. Kennedy Blvd., Communications – 16th Floor/ Tampa, FL 33602
- 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 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 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 December 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 per 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 / 25 Massachusetts Ave. NW / Washington, D.C. 20021

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

No refunds will be made for membership fees.