



ARKANSAS SOCIETY OF ASSOCIATION EXECUTIVES

April 9, 2015

TO: ASAE Membership

SUBJECT: Updated Excellence in Communications Awards

The ASAE Excellence in Communications Awards were established nearly 20 years ago to recognize the outstanding communications and public relations produced by Arkansas associations. Communications are a vital part of an association whether it's educating the association members, influencing legislators or informing the general public.

We encourage you to consider entering this year so that others can learn from your success! As usual, there is no charge to enter.

The awards have been divided into two categories relating to association resources:

Category 1: For associations with budgets **under** \$500,000

Category 2: For associations with budgets **over** \$500,000.

Each category has two types of entries:

1. **Single Communications Piece** (brochure, newsletter, ad, annual report, membership materials, website, social media).
2. **Overall Campaign** (any program or event that used more than one medium by which to promote it).

Associations can submit multiple entries for Single Communications piece but only one entry for Overall Campaign. Associations submitting entries are asked to provide samples and descriptions of their communications to be evaluated. Entries will be judged by communications professionals from a sister state association on the following criteria:

- Research
- Planning
- Implementation: design, layout, content or delivery
- Results and evaluation

An entry form is enclosed. If submitting multiple entries, be sure to attach separate forms for each.

The deadline for entries is May 15, 2015. This is a firm deadline!

***All entries will be displayed at the July 13-14 Annual Convention.*

Arkansas Society of Association Executives
P.O. Box 23034, Little Rock, Arkansas 72221 ♦ 501-223-9188



2015 Excellence in Communications Awards

Entry Form

Rules for Entry: Any and all types of communications medium (print or broadcast) will be considered. Please submit in print or electronic format **by May 15**. There is no charge to enter.

Submitted by: _____ Title: _____

Association: _____

Phone: _____ E-mail: _____

Name of Entry _____

Category (Please check which you are entering)

- Category 1: For associations with budgets **under** \$500,000
- Category 2: For associations with budgets **over** \$500,000

Type of entry (Please check which you are entering)

_____ **Single Communications Piece**

A single piece may be brochure, newsletter, ad, annual report, membership materials, website, social media).

_____ **Overall Campaign**

Program award must include **more than one medium** used for an event, program, campaign, educational awareness, etc.

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- Research
- Planning
- Implementation: design, layout, content or delivery
- Results and evaluation

Please answer the following questions on a separate attachment for each entry:

1. What were the goals of this communication program?
2. How did you plan and implement the communication?
3. What were the measureable results achieved with this project?
4. How did you evaluate its success?

Entry Deadline: May 15, 2015

All entries should be delivered by close of business to:

*ASAE
P.O Box 23034
Little Rock, AR 72221*

OR

*ASAE
2514 N. Rodney Parham Rd
Little Rock, AR 72212*

Contact Mary Dandurand office@arksae.net with questions: Phone or Fax (501) 223-9188.