

2006 ASPC Masters Communication Awards

Entry Categories

1. Annual Reports

Annual publication, often directed toward shareholders, which discusses an organization's annual performance. Submit one copy and a one-page summary.

2. Brochures and Booklets

Pamphlets, booklets or other small publications, usually designed for special events or promotions. Submit one copy (three if part of a series) and a one-page summary.

3. Crisis Communications

Communications issued during times of crisis, targeting the media and the public, customers, employees or a combination of constituencies. Submit one copy and a one-page summary.

3a. Individual Piece

3b. Series

4. Direct Mail

Communications that directly target a specific audience to solicit an immediate response. Submit one copy and one-page summary.

5. Electronic Media

5a. Web Sites

5b. Electronic Publications

5c. Multimedia Presentations

5d. Other

Submit URL or appropriate files on floppy disk, Zip disk or CD and one-page summary. Submit computer files in Windows or Macintosh format.

6. Feature Writing

6a. Single Purpose

6b. Series

Submit one copy (three if part of a series), proof of publication (URL if online) and one-page summary.

7. Internal Video

7a. Single Purpose

7b. Series

Video directed at an internal audience. May include training and benefits materials or video productions related to other employee concerns. Submit one copy (three if part of a series) and one-page summary. Video must be submitted in half-inch videotape format

8. Magapaper

Combination newspaper/magazine-format publications about an organization or topic. Submit three consecutive issues and one-page summary.

9. Magazines

Magazine-format publications with in-depth coverage of an organization or topic. Submit three consecutive issues and one-page summary.

10. Marketing Materials

10a. Audiovisual

10b. Print

10c. Other

Communications used to promote an organization, product or service to a general audience. Submit one copy and one-page summary. Video entries must be submitted in half-inch videotape format.

11. Newsletters

Periodic publications written and designed to deliver timely information to target audiences. Submit three consecutive issues and one-page summary.

12. News Writing

12a. Single Purpose

12b. Series

Submit one copy (three if part of a series), proof of publication (URL if online) and one-page summary.

13. Opinion/Editorial Writing

13a. Single Purpose

13b. Series

Submit one copy (three if part of a series), proof of publication (URL if online) and one-page summary.

14. Press Materials

14a. Individual Press Release

14b. Media Kit

Press releases, A/V materials and other information about an organization, product or issue, packaged for the media. Submit one copy and a one-page summary.

15. Speech Writing

Submit one copy and a one-page summary, including audience, purpose and relevant documentation of effect.

Only entries produced during the 2005 calendar year are eligible. It is the responsibility of the entrant to select the category in which you would like your submission to be judged. The same work may be submitted for judging in multiple categories, but each entry must be accompanied by a separate entry form clearly indicating the desired category. The ASPC competition committee will not assign a category to any entry, nor will they move entries between categories. If the quality of entries for a given category does not warrant a Masters Communication Award, no award will be presented in that category. Non-English submissions must be accompanied by an English translation. All submissions and entry materials become the property of the ASPC and cannot be returned.



2006 ASPC Masters Communication Awards Entry Form

Submit a copy of this entry form with each entry. Choose the category that is most applicable to your entry. A one-page summary, along with any materials specified in the category descriptions, must be submitted with each entry. Summaries should include purpose, audience, budget and results as appropriate, as well as any information requested in the category descriptions.

Category number and name

Category Number _____

Category Name _____

Entry Title _____

Web Site _____

Organization for which the entry was created

Organization Name _____

Address _____

City _____

State _____ Zip Code _____

Name(s) of individual(s) to appear on award

Name(s) of organization(s) to appear on award

Remember to enclose:

- **Entry**
- **Entry fee**
- **Entry form**
- **One-page summary**

Official contact information

Contact Name _____

Title _____

Organization Name _____

Address _____

City _____

State _____ Zip Code _____

Phone _____ Fax _____

E-mail _____

Entry fees

Total Number of Entries at \$75 _____

Total Entry Fee _____

Method of Payment:

Check

Credit Card:

Visa

Master Card

Discover

American Express

Card No. _____

Expiration Date _____

Signature _____

Make checks payable to: **American Society of Professional Communicators**. Entry fees are not refundable. Send all submission materials and fees to:

American Society of Professional Communicators
4885 McKnight Road, Suite 325
Pittsburgh, PA 15237

Deadline: **March 3, 2006**