2009 DIAMOND AWARD
CALL FOR ENTRIES

Sponsored by the Arkansas Hospital Association & Arkansas Society for Healthcare Marketing and Public Relations
Introduction

For more than 14 years, the Diamond Awards has recognized excellence and encouraged improvement in the quality, effectiveness and impact of healthcare marketing and public relations in the state of Arkansas.

Sponsored by the Arkansas Hospital Association (AHA) and the Arkansas Society for Healthcare Marketing and Public Relations (ASHMPR), this competition is open to all AHA member hospital Marketing and Public Relations employees.

Winning Entries will contain:

- Clear objectives that support your hospital’s goals;
- Demonstration of the use of marketing principles;
- Measureable value to your hospital in a creative and effective manner;
- A high standard of quality; and
- Detail and example of entry’s cost-effectiveness.

Diamond Award winners will receive:

- Diamond Award, Certificate of Excellence or Merit Award in a particular category.
- Recognition at the AHA Annual Meeting Awards Dinner October 8.
- Recognition in AHA publications — the weekly The Notebook and quarterly magazine Arkansas Hospitals.
- The satisfaction of having work deemed excellent by their peers.
Divisions

There are three divisions in which Diamond Awards, Certificate of Excellence and Merit Awards will be awarded:

- Hospitals with 0 to 99 Beds
- Hospitals with 100 to 249 Beds
- Hospitals with 250 or more Beds

Categories

Entries should be submitted in a notebook (when applicable) using clear plastic sheet protectors to house supporting materials. Judges reserve the right to transfer entries to a more suitable category when appropriate.

Advertising-Print
Newspaper or magazine advertising (may be a single ad, a series of ads or an insert submitted as one entry).

Advertising-Radio
Advertisement/public service announcement developed or commissioned to promote a hospital service or program (may be a single ad or a series of ads submitted as one entry). Submit one clearly labeled cassette or CD and script.

Advertising-Special Visuals
Special visuals such as billboards, benches, transit, posters, t-shirts, etc.

Advertising-Television
Advertisement/public service announcement developed or commissioned to promote a hospital service or program (may be a single ad or a series of ads submitted as one entry). Submit a clearly labeled DVD.

Advertising-Total Campaign
Advertisement that includes more than one medium. Radio advertising should be submitted on a cassette or CD; television advertising should be submitted on a DVD; and outdoor advertising should be represented by photographs. Samples of direct mail, newspaper, magazine and other print advertising should be included.

Annual Report
Brochure, newspaper advertisement/supplement or traditional format. Submit one copy.

Internet Web Site
A Web site design, developed or commissioned to promote a hospital’s programs and services. Entries may be new, redesigned or significantly enhanced. Judges will look for speed to access, design and functionality. Submit the entry form, including the site’s Internet address.

Publication-External
Routine publication (such as a newsletter or magazine) designed primarily for external audiences such as patients, community, etc. Submit two consecutive issues.

Publication-Internal
Routine publication (such as a newsletter or magazine) designed primarily for internal audiences such as employees, medical staff, volunteers, etc. Submit two consecutive issues.

Publication-Special Purpose
Publication (such as a brochure, pamphlet, invitation) designed to meet a specific need or purpose such as an open house, dedication program, new service brochure, fund-raiser, patient information handbook, etc. Submit one copy.

Special Video Production
Video production, other than television advertising, designed to meet a specific need or purpose such as staff/patient information, hospital tour, recruitment, etc. Submit one clearly labeled DVD.

Writing
Entries may include a news release, feature story, editorial, speech, etc. Judging will be conducted on the manuscript alone; the publication format or graphic design will not be considered in this category. Submit a copy in manuscript form, typewritten, double-spaced on 8 1/2” by 11” paper. Submit one copy of the publication in which the article appeared, or date and location speech delivered.

The Crater of Diamonds State Park in Arkansas is the world’s only diamond mine open to the public.
Reasons to Enter

1. Broaden Expertise
2. Raise the Bar
3. Enhance the Healthcare Marketing and Public Relations Profession
4. Enjoy Your Accomplishments
5. Increase Your Confidence
6. Inspire Your Marketing and Public Relations Team

Rules and Regulations

• All entries must be from AHA Member institutions.
• Entries must have been produced during the 2008 calendar year.
• Each entry should contain an official Diamond Award entry form. A separate entry form and narrative must be attached to each entry. Photocopies of the official entry form are acceptable.

The narrative should include:
• Your name and organization
• Title of entry
• Goals and objectives of entry
• Audience to whom entry is directed
• Reason for choosing this format
• Frequency and quantity (if appropriate)
• What portions of this entry were created internally/externally (be specific)
• Total budget for entry
• Results and evaluation
(This is very important and will be judged accordingly.)

• All entries and payments must be received (not postmarked) by the following deadlines. The early-bird deadline is March 13, 2009 with an entry fee of $45. After March 13, 2009, the entry fee increases to $55 until the final deadline for all entries, April 10, 2009.
• Send entries, including entry form, narrative and fees (made payable to the Arkansas Hospital Association), to:
  2009 Diamond Awards Competition
  Arkansas Hospital Association
  419 Natural Resources Drive
  Little Rock, AR 72205

All natural diamonds are at least 990,000,000 years old.
Awards

- The inscriptions on the awards will be in the name of the hospital, not the person submitting the entry.
- Duplicate awards will not be issued, nor can they be purchased.
- The 2009 Diamond Awards (the top award in each category) will be presented during the AHA’s Awards Dinner during the 79th Annual Meeting and Trade Show, Peabody Hotel, Little Rock.
- Certificates of Excellence and Merit Awards will be mailed to winning recipients following the annual meeting.

Deadline

The early-bird deadline is the close of business (4:30 p.m.) on Friday, March 13, 2009; this is the final date for the special rate of $45. All entries must be received by the close of business (4:30 p.m.) Friday, April 10, 2009, at the AHA headquarters. There will be no exceptions. Faxed copies of your check and e-mails of your entry are not permitted.

Entries should be picked up between June 26 and July 24, 2009. Entries not picked up are not the responsibility of the AHA and will be discarded.

Questions

If you have additional questions not addressed in the brochure, please call Lyndsey Dumas at 501-224-7878.

Since 1906, there have been more than 70,000 diamonds discovered in the Crater of Diamonds State Park in Arkansas.

This includes the 40.23 carat “Uncle Sam Diamond” discovered in 1924, the largest diamond of its kind ever found in the U.S.
ENTRY FORM
2009 Diamond Award Competition

Category: ________________________________

Hospital Division: ☐ 0-99 beds  ☐ 100-249 beds  ☐ 250 or more beds

Entry Title: ________________________________________________

Name of Person Submitting Entry: ________________________________

Title: ___________________  Phone: _____________________________

Hospital: ____________________________________________________

Address, City, Zip: ____________________________________________

Entry and fee received on or before March 13, 2009: $45 per entry

Entry and fee received after March 13, 2009, but on or before April 10, 2009: $55 per entry

Method of Payment

☐ Check  (payable to the Arkansas Hospital Association)

Credit Card # ______________________________  ☐ Visa  ☐ MasterCard

Cardholder’s Billing Address (including zip code)__________________________

Expiration Date ______  Name on card _____________________________

Signature _______________________________________________________

Send entry, including entry form, narrative and fee to:

2009 Diamond Awards Competition
Arkansas Hospital Association
419 Natural Resources Drive
Little Rock, AR 72205
Telephone: 501-224-7878

IMPORTANT NOTE: The final deadline for entries is 4:30 p.m.,
Friday, April 10, 2009. All entries must be received by that date;
postmarks are not acceptable.