

# 2012 Diamond Award Call for Entries



Sponsored by the  
Arkansas Hospital Association  
&  
Arkansas Society for Healthcare  
Marketing and Public Relations  
**Award Deadline – May 4, 2012**

## Introduction

For more than 17 years, the Diamond Awards program 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 4.
- Recognition in AHA publications — the weekly *The Notebook* and quarterly magazine *Arkansas Hospitals*.
- The satisfaction of having work deemed excellent by their peers.

# Awards

- The inscriptions on the awards will be in the name of the hospital, not the person submitting the entry.
- The 2012 Diamond Awards (the top award in each category) will be presented during the AHA's Awards Dinner during the 82<sup>nd</sup> 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, April 6, 2012; this is the final date for the special rate of \$50. All entries must be received by the close of business (4:30 p.m.) Friday, May 4, 2012, 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 July 23 and August 17, 2012. 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.

# Rules and Regulations

- All entries must be from AHA Member institutions.
- Entries must have been produced during the 2011 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 April 6, 2012 with an entry fee of \$50. After April 6, 2012, the entry fee increases to \$60 until the final deadline for all entries, May 4, 2012.
- Send entries, including entry form, narrative and fees (made payable to the Arkansas Hospital Association), to:

2012 Diamond Awards Competition  
Arkansas Hospital Association  
419 Natural Resources Drive  
Little Rock, AR 72205

# 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 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 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 CD; television advertising should be submitted on a DVD; and outdoor advertising should be represented by photographs. Samples of direct mail, newspaper, and other print advertising should be included.*

## Annual Report

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

## Employee Communication Campaign

Any campaign (contest, activity, etc.) that has motivated employees to get involved in hospital or community outreach. *Submit one copy of any items used (emails, flyers, voicemails on CD, mail items).*

## Foundation

Entries may include any materials used in fundraising or community outreach. This could be an entire campaign or one single event. *Submit one copy (may be a photograph) of materials used in and/or sent to community.*

## 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 an employee newsletter, magazine or hospital intranet) designed primarily for internal audiences such as employees, medical staff, volunteers, etc. *Submit two consecutive issues of publications or several screen shots for the intranet overview.*

## 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, fundraiser, 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.*

# 2011 Diamond Award Winners

## Diamond Award Winners

- Arkansas Children's Hospital, Little Rock
- Arkansas Children's Hospital Foundation, Little Rock
- Arkansas Heart Hospital, Little Rock
- Arkansas Hospice, North Little Rock
- Arkansas Methodist Medical Center, Paragould
- Baptist Health Medical Center - Little Rock
- Baxter Regional Medical Center, Mountain Home
- Conway Regional Health System
- Crittenden Regional Hospital, West Memphis
- Little River Memorial Hospital, Ashdown
- Mena Regional Health System
- Mercy Health System of Northwest Arkansas, Rogers
- North Arkansas Regional Medical Center, Harrison
- Ouachita County Medical Center, Camden
- Ozark Health Medical Center, Clinton
- Saint Mary's Regional Medical Center, Russellville
- St. Bernards Medical Center, Jonesboro
- St. Vincent Health System, Little Rock
- Summit Medical Center, Van Buren
- Washington Regional Medical System, Fayetteville
- White County Medical Center, Searcy
- White River Health System, Batesville

## Excellence Award Winners

- Arkansas Children's Hospital, Little Rock
- Arkansas Children's Hospital Foundation, Little Rock
- Arkansas Heart Hospital, Little Rock
- Arkansas Hospice, North Little Rock
- Arkansas Methodist Medical Center, Paragould
- Baxter Regional Medical Center, Mountain Home
- Conway Regional Health System
- Crittenden Regional Hospital, West Memphis
- White River Health System, Batesville
- Magnolia Regional Medical Center
- North Arkansas Regional Medical Center, Harrison
- St. Bernards Medical Center, Jonesboro
- St. John's Hospital - Berryville
- St. Vincent Health System, Little Rock
- Summit Medical Center, Van Buren
- Washington Regional Medical System, Fayetteville
- White County Medical Center, Searcy

## Merit Award Winners

- Arkansas Methodist Medical Center, Paragould
- Baxter Regional Medical Center, Mountain Home
- Conway Regional Health System
- Magnolia Regional Medical Center
- Ouachita County Medical Center, Camden
- Ozark Health Medical Center, Clinton
- St. Bernards Medical Center, Jonesboro
- St. John's Hospital - Berryville
- Summit Medical Center, Van Buren
- White County Medical Center, Searcy
- White River Health System, Batesville

# ENTRY FORM 2012 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 April 6, 2012: \$50 per entry**

**Entry and fee received after April 6, 2012, but on or before May 4, 2012: \$60 per entry**

## Method of Payment

Check (payable to the Arkansas Hospital Association)

Credit Card # \_\_\_\_\_  Visa  MasterCard

Cardholder's Billing Address (including zip code) \_\_\_\_\_

\_\_\_\_\_ Phone # \_\_\_\_\_

Expiration Date \_\_\_\_\_ Name on card \_\_\_\_\_

Signature \_\_\_\_\_

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

2012 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, May 4, 2012. All entries must be received by that date; post-marks are not acceptable.**