

2017
Diamond Award
Call for Entries



Sponsored by



ASHM & PR

Arkansas Society for Healthcare Marketing & Public Relations

Final Award Deadline – May 5, 2017

Introduction

For more than 20 years, the Diamond Awards program has recognized excellence and encouraged improvement in the quality, effectiveness and impact of health care 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;
- ◆ Detail and example of entry's cost-effectiveness;
- ◆ Demonstration of the use of marketing principles;
- ◆ Measurable value to your hospital in a creative and effective manner; and
- ◆ A high standard of quality.

Award Winners will Receive:

- ◆ Diamond Award or Certificate of Excellence in a particular category;
- ◆ Recognition at the AHA Annual Meeting Awards Dinner October 5;
- ◆ Recognition in AHA publications - the weekly *The Notebook* and quarterly magazine *Arkansas Hospitals*; and
- ◆ The satisfaction of having work deemed excellent.

Rules & Regulations

- ◆ All entries must be from AHA Member hospitals/health systems.
- ◆ Entries must have been produced during the [2016 calendar year](#).
- ◆ Entries should be submitted in [one](#) category only (i.e.: if submitting a television ad as a part of a Total Campaign entry, it should not also be submitted as a separate entry in the category of Advertising-TV)
- ◆ Each entry should contain an official Diamond Award entry form. A separate [narrative](#) must be attached to each entry.

The [narrative](#) should include:

- ◆ Goals and objectives of entry;
 - ◆ Total budget for 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); and
 - ◆ Results and evaluation
- (This narrative is essential and will be judged accordingly.)*
- ◆ Send entries, including entry form, narrative and fees to the address listed on the entry form.

Divisions

There are four divisions in which Diamond Awards and Certificates of Excellence will be awarded:

- ◆ Hospitals with 0 to 25 Beds (CAH)
- ◆ Hospitals with 26 to 99 Beds
- ◆ Hospitals with 100 to 249 Beds
- ◆ Hospitals with 250 or more Beds

Emphasis will be placed on the budget for each entry within each division.

Questions

If you have additional questions not addressed in the brochure, please call [Jennifer Kostecky](#) at (501) 224-7878.

Deadlines

Early Bird Deadline: **March 31, 2017**

Final Deadline: **May 5, 2017**

To meet the deadlines, your entries must be delivered to the AHA by close of business (4:30 p.m.) on the deadline date. **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 31 and August 25, 2017. Entries not picked up are not the responsibility of the AHA and will be discarded.

Awards

- ◆ The 2017 Diamond Awards (the top award in each category) will be presented during the AHA's Awards Dinner during the 87th Annual Meeting and Trade Show, Little Rock Marriott.
- ◆ This prestigious honor will be awarded to one hospital per category, per division (bed size) who displays outstanding marketing and public relations expertise in accordance with the criteria listed within this brochure.
- ◆ The inscriptions on the awards will be in the name of the hospital, not the person submitting the entry.
- ◆ Certificates of Excellence will be mailed to winning recipients prior to the annual meeting.

Categories

Each entry should be submitted in its own 3-ring binder or report cover (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/Digital Print

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

Advertising-Special Visuals

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

Advertising-Television/Television Public Service Announcements

Television advertisement/public service announcements 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 or *YouTube link.

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 or as a *YouTube link; and outdoor advertising should be represented by photographs. Samples of direct mail, newspaper and other print advertising should be included.

**When providing a link, the link must be emailed to Jennifer Kostelecky at jkostelecky@arkhospitals.org and must be available for viewing at the time of judging.*

Annual Report

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

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 the community.

Publication

Entries can include routine publications — either internal or external to the hospital, or a special purpose publication.

For routine publication, such as a electronic newsletter, magazine, employee newsletter, hospital intranet, etc., two consecutive issues must be submitted. Screen shots may be submitted for hospital intranets.

For special purpose publication, such as a brochure, pamphlet, invitation, etc., one copy should be submitted.

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.

ENTRY FORM
2017 Diamond Award Competition

Category: _____

Hospital Division: 0-25 Beds (CAH) 26-99 Beds
 100-249 Beds 250 or more Beds

Entry Title: _____

**This title will appear on your award/certificate. Please record exactly how you would like the title listed.*

Name of Person Submitting Entry: _____

Title: _____ Phone: _____

Hospital: _____

Address, City, Zip: _____

Entry Fee:

Early Bird Deadline (March 31) - \$60 each

Final Deadline (May 5) - \$75 each

Method of Payment:

Check (payable to the Arkansas Hospital Association)

Credit Card #: _____ Visa MasterCard *(AmEx and Discover not accepted)*

Cardholder's Billing Address (including zip code): _____

_____ Phone #: _____

Expiration Date: _____ Name on Card: _____

Signature: _____

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

2017 Diamond Awards Competition
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 5, 2017. All entries must be received by this date; postmarks are not acceptable.