2020 Diamond Award

Call for Entries

Sponsored by

Early Bird Deadline – April 3, 2020
Final Award Deadline – May 1, 2020
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 8;
- Recognition in AHA publications - the weekly The Notebook, quarterly magazine Arkansas Hospitals and on social media; 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 2019 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 Romeeka Taylor at (501) 224-7878.
Deadlines

Early Bird Deadline: April 3, 2020
Final Deadline: May 1, 2020

To meet the deadlines, your entries must be delivered to the AHA by 4:00 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 31, 2020. Entries not picked up are not the responsibility of the AHA and will be **discarded**.

Awards

- The 2020 Diamond Awards (the top award in each category) will be presented during the AHA’s Awards Dinner during the 90th 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
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, thumb drive or *YouTube link.

Advertising - Total Campaign
Advertisement for the hospital 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. (ex: expansion of services, new innovative medical equipment, new hospital built, etc.)

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

*When providing a link, the link must be emailed to Romeeka Taylor at rtaylor@arkhospitals.org and must be available for viewing at the time of judging.

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 an 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.

Special Event
Entries should be a compilation of advertising mediums for a special event held by the hospital that does not qualify for any other category. This event can raise money for the hospital but should focus on one single project/event that focuses on the health of the community (ex: health fair, campaign for heart health event, breast cancer awareness event, etc.). An entry in this category cannot come from the Foundation of the hospital.

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
2020 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 (April 3) - $60 each
   Final Deadline (May 1) - $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 ______ CVV ______ Name on Card ________________________

Signature: ____________________________

Send entry, including entry form, narrative and fee to:
   2020 Diamond Awards Competition
   419 Natural Resources Drive
   Little Rock, AR 72205
   Telephone: (501) 224-7878

IMPORTANT NOTE: The final deadline for entries is 4:00 p.m., Friday, May 1, 2020. All entries must be received by this date; postmarks are not acceptable.