Association for Conservation Information
2017 Contest Year Award Categories and Descriptions

This list is intended to assist you in selecting appropriate categories for entries. Any discrepancies between this information and information in the online entry forms is unintentional. If you find a discrepancy, please alert Awards Chair Blake Podhajsky at *blake.podhajsky@odwc.ok.gov* *Thank you!*

Audio Program or Podcast

Up to three entries are allowed. Each entry consists of a single audio file. Examples include radio shows, radio public service announcements and advertisements, and audio programs produced for the Web (podcasts). The submitting agency or organization must have maintained complete creative control over the product. Entries must be for work that was completed in calendar year 2017.

Calendar

Up to three entries are allowed. Each entry consists of a calendar. Submitting agency or organization must have maintained complete editorial and design control. Entries must be for work that was completed in calendar year 2017.

Communication Campaign

Up to three entries are allowed. Each entry consists of all materials used in a communication campaign. Entries may use combinations of the following: news releases; video news releases; fact sheets; radio, television and print public service announcements; posters; slide shows; promotional items, social media; website support; cover letters and distribution strategies. The submitting agency or organization must have maintained editorial, design and creative control over the campaign. **PLEASE NOTE:**

- Single publications, magazine articles and news releases without supporting documents should be entered in their respective categories, as should standalone videos.
- The entry may not be a regional or local variation of a nationally produced campaign unless it has been significantly modified by the submitting agency.
- **Entries must be for work that was completed in calendar year 2017. While the entry would normally be produced or distributed for the first time in the contest year, comprehensive campaigns with major revisions, additions and supplements may be submitted for the year in which program renovations are completed.** If you think your entry qualifies under this rule, be prepared to explain in the Statement of Purpose exactly what major revisions, additions or supplements were made during the contest year and to demonstrate that these significantly affected the comprehensive campaign.

Conservation Post of the Year

This category seeks an agency or organization's hottest-performing conservation post on social media for the calendar year. Show us what surprised you by going viral, driving traffic, generating buzz — and tell us how you know. A "post" consists of a photo, video, text or a combination of these. Content must have been generated by the agency or organization, created by staff, and debuted on one of the agency or organization's channels — shares aren't eligible. Entries must be for work that was completed in calendar year 2017.

One entry is allowed. An entry consists of: a) the post, b) an Explanation of the Post and a Statement of Purpose that respond to the following questions. Supporting materials may also be provided but are not required.

EXPLANATION OF THE POST: To help the judges in their scoring, an Explanation of the Post should provide relevant details in 600 words or less (shorter is better).

- What did the post consist of?
- Which social media platform/channel was it posted on originally? Was it boosted/paid? If it was, provide details such as the length of time, amount of money spent, and particular audience(s) targeted.
- What was the intended result of the post: to increase likes or follows, to drive traffic, to sell product, to promote an event, to celebrate partnerships, other?
- Who was the intended audience? Why did you target them?
- Was the post pre-planned and/or scheduled, or spur-of-the-moment? If the latter, what was the situation? If pre-planned or scheduled, was it part of a larger strategy? Briefly explain the strategy.

STATEMENT OF PURPOSE: To help the judges in their scoring, the Statement of Purpose should analyze the post's success in 600 words or less. Consider covering these topics to the extent they are relevant to your situation. The judges will consider these topics in the entry evaluation, so give them appropriate attention:

- Why did you choose the initial social media platform and not others?
- What was the initial result?
- Who engaged with this post? How do you know? Was the target audience engaged? You choose the metrics and provide the numbers via analytics data, screenshot, or other information.
- What did you do right away to capitalize on that quick success? Give a timeline and provide screenshots or links to follow-up or additional postings, stories, media stories/news coverage, or other evidence.
- How did you know this was your agency's best-performing post? Number of comments or questions? Number of shares? Other metrics showing engagement? You choose the metrics and relevant time period and support your statement via analytics data, screenshot, or other information.
- How did this post compare to an average post by your agency on that platform? Provide an example and metrics that correlate to the metrics used to document your best-performing post.
- Was there a long-term effect you attribute to this post, such as an increase in followers on the main account you posted to or on other accounts?

Education

Up to three entries are allowed. Each entry consists of an education program produced in-house. The entry may range from a one-time, single-topic effort to comprehensive programs designed for use over a number of years. Such programs are often tied to educational standards or age-specific curricula. Any such program is eligible for this category because its purpose is primarily educational, even when its format makes it eligible for another category such as Video Long, Magazine, etc. The submitting agency or organization must have exercised creative control over the product. **PLEASE NOTE:**
- The entry may not be a regional or local variation of a nationally produced project unless it has been significantly modified by the submitting agency.
- Entries must be for work that was completed in calendar year 2017. While the entry would normally be produced or distributed for the first time in the contest year, comprehensive programs with major revisions, additions or supplements may be submitted for the year in which program renovations are completed. If you think your entry qualifies under this rule, be prepared to explain in the Statement of Purpose exactly what major revisions, additions or supplements were made during the contest year and to demonstrate that these significantly affected the comprehensive program.

External Newsletter

Up to three entries are allowed. Each entry consists of two different issues of an external newsletter. Submitting agency or organization must have maintained editorial and design control. Entries must be for work that was completed in calendar year 2017. **PLEASE NOTE:**
- Electronic newsletters should be submitted in the Online Community Engagement category if part of an overall campaign of electronic communications. Do not submit the same newsletter in both categories.
- This category can only be entered once per title; for example, if the April and June issues of a newsletter comprise one entry, the August and October issues of the same newsletter cannot be a separate entry.

Graphics: Advertising/Display

Up to two entries are allowed. Each entry consists of an original graphic element created by someone within the member agency. Typically, such graphics are developed in Photoshop or Illustrator. Examples include: logos, illustrations, patches, pins, ads, web banners, exhibit graphics, billboards, letterhead and stickers. **Graphics in which text is a significant or dominant element of the design are not eligible for this category and should be entered in the Graphics: Layout category instead.** Entries must be for work that was completed in calendar year 2017. **PLEASE NOTE:**
- Up to three items that the graphic was used on may be included in the entry. For example, a logo can be submitted by itself or along with up to three different products for which it was used.
- For signage, billboard and exhibit graphics, a photo may accompany entry as a representation.
- The Statement of Purpose should include information on why the graphic was created and how it was used.

Graphics: Layout

Up to two entries are allowed. Each entry consists of an original design created by someone within the member agency. Eligible designs are those in which text is a significant or dominant element, and in which many elements are combined, sometimes over multiple presentations. Typically, such graphics are developed in InDesign. Examples include: a magazine article, a sign or series of related signs, presentation graphics, infographics and exhibit graphics. **Graphics in which text is not a significant element are ineligible for this category and should be entered in Graphics: Advertising/Display instead.** The entry must have been first revealed to the public in calendar year 2017. **PLEASE NOTE:**
- The Statement of Purpose should include information on why the layout was created and how it was used.

Internal Communication

Up to three entries are allowed. Each entry consists of an agency-produced print or e-newsletter, video, brochure, workbook, manual or other product created to inform, educate, train or motivate employees. Submitting agency or organization must have maintained complete editorial, design and/or creative control. Entries must be for work that was completed in calendar year 2017. **PLEASE NOTE:**
- Entries are limited to those efforts distributed internally and may not include items produced for external distribution. Annual reports should be entered in the One-Time Publication: Book/Report category.

Magazine

Up to two entries are allowed. Each entry consists of two different issues of a magazine publication. Submitting agency or organization must have maintained editorial and design control. Entries must be for work that was completed in calendar year 2017. **PLEASE NOTE:**
- This category can be entered only once per title; for example, if the April and June issues of a magazine comprise one entry, the August and October issues of the same magazine cannot be a separate entry.

Magazine Destination, Historical or Cultural Article

Up to two entries are allowed. Each entry consists of a magazine article about a destination (such as a state park, historical facility, birding site, etc.), historical theme or cultural topic. The article must have been written by an employee of the submitting agency or organization. The article must have been published in a print or online magazine in calendar year 2017.

Magazine Fisheries Article

Up to two entries are allowed. Each entry consists of a fisheries-related magazine article. The article must have been written by an employee of the submitting agency or organization. The article must have been published in a print or online magazine in calendar year 2017.

Magazine General Interest Article

Up to two entries are allowed. Each entry consists of a general interest magazine article. The article must have been written by an employee of the submitting agency or organization. The article must have been published in a print or online magazine in calendar year 2017.

Magazine Wildlife Article

Up to two entries are allowed. Each entry consists of a wildlife-related magazine article. The article must have been written by an employee of the submitting agency or organization. The article must have been published in a print or online magazine in calendar year 2017.

News Release

Up to three entries are allowed. Each entry consists of an in-house-produced print media news release or news/press packet. The news release may be in a nonstandard form, such as a column written in first person, as long as it was delivered to outlets such as newspapers, outdoor magazines, freelance writers, wire services, electronic media, conservation groups, etc. Entries must be for work that was completed in calendar year 2017. **PLEASE NOTE:**
- Multiple releases for a single news item may be submitted as a one-entry package as long as they were all sent within a seven-day period. For example, this could include a news or feature story with both local and statewide versions or a breaking release with follow-up releases.
- Include photos only if they were supplied to the news media as part of a news release effort.
- Be sure to answer the following question in your Statement of Purpose: "To whom was this entry delivered?" (newspapers, outdoor magazines, freelance writers, wire services, electronic media, conservation groups, etc.).

One-time Publication: Book/Report

Up to three entries are allowed. Each entry consists of a one-time book or report publication. Examples include annual reports, cookbooks, field guides, and program reports. Submitting agency or organization must have maintained complete editorial and design control. Entries must be for work that was completed in calendar year 2017.

One-time Publication: Brochure

Up to three entries are allowed. Each entry consists of a one-time brochure publication. Entries in this category should be traditional foldout printed pieces or rack cards that briefly describe a program, event, etc. Submitting agency or organization must have maintained editorial and design control. Entries must be for work that was completed in calendar year 2017. **PLEASE NOTE:**
- Multi-page materials bound by staples or that are spiral bound are better suited to the One-Time Publication: Book/Report category.

One-time Publication: Other

Up to three entries are allowed. Each entry consists of a one-time publication other than a brochure or book/report. Examples include promotional and educational materials such as placemats, recipe cards, fliers, invitations, etc. Submitting agency or organization must have maintained complete editorial and design control. Entries must be for work that was completed in calendar year 2017. **PLEASE NOTE:**
- Rack cards should be entered in the One-Time Publication: Brochure category.
- Annual reports should be entered in the One-Time Publication: Book/Report category.

Online Community Engagement

The Online Community Engagement category award is presented to the agency that engages their online community in an innovative and creative manner and as an integral part of their communications efforts to achieve desired results. Submissions may include a wide range of available online community engagement channels, including (but NOT limited to) Facebook, Twitter, YouTube, blogs, Flickr, e-mail newsletters or campaigns. Judges will evaluate site layouts and features, tone, quality of conversation and reader participation. Criteria such as consumer engagement, unique use of media types, creativity dynamics and integration with overall campaign will be considered. Entries must be for work that was completed in calendar year 2017.

One entry is allowed. An entry consists of a brief Statement of Purpose describing your online engagement strategy, and the relevant URL(s). In 600 words or less, the Statement of Purpose should cover these topics:

Strategy: Describe your online engagement strategy and its goals and objectives. Ensure your submission references research done, creativity demonstrated, demographics targeted, technologies leveraged or other strategic considerations for the campaign.

Execution: Explain how the campaign was implemented and its level of success.

Results: Provide qualitative and quantitative data to support claims of success. Did the campaign achieve its objectives and goals?

Photography

Up to three entries are allowed. Each entry consists of a single photograph. The photograph must have been first published in an agency or organization publication, news release, exhibit, presentation, website, social media and/or other effort during the contest year. The photo must have been taken by an employee of the submitting agency or organization.

Poster

Up to three entries are allowed. Each entry consists of a poster. To qualify as a poster, the original printed size should be 11x17 or larger. Smaller pieces should be entered as fliers in the One-Time Publication: Other category. Submitting agency or organization must have maintained complete editorial and design control. Entries must be for work that was completed in calendar year 2017.

Regulations Publication

Up to two entries are allowed. An entry consists of a publication that communicates hunting, fishing, trapping, boating or related rules and regulations to the general public. If the regulations book is outsourced for design, please describe in detail on the Statement of Purpose how much control the agency had in the development of the publication. An entry must be for work that was completed in calendar year 2017.

Success on a Shoestring

This category recognizes an effective campaign, event, process or other effort that is unique because it was done in a particularly efficient, cost-effective way while overcoming significant obstacles (either internal or external). Such projects might not have been possible except for the application of new technology, processes, volunteer support or external cooperation.

To exemplify "success on a shoestring budget," the project should provide a quantifiable benefit to the agency and/or its constituency well beyond its cost. For example, a heavily funded campaign to change hunters' attitudes would not be appropriate in this category, but a grass-roots campaign initiated by the agency and carried out by hunter groups, volunteers and the media, at a minimal cost, would be.

One entry is allowed. The project should be a stand-alone project with its own budget; if it's part of a bigger project, that information should be disclosed in the Statement of Purpose. An entry consists of a Statement of Purpose and any supporting materials that will help the judges understand the campaign, event, process or effort being entered. Entries must be for work that was completed in calendar year 2017. **PLEASE NOTE:**
- Projects should have a budget of no more than $5,000. This should represent the true cost of the project.

Television Series

Only one entry is allowed. An entry consists of two episodes produced specifically for at least a 30-minute television broadcast time period. The programs must have been produced as a part of a regularly scheduled series. The agency or organization must have exercised creative control over the product. Entries must be for work that originally aired in calendar year 2017.

Video Long

Up to two entries are allowed. Each entry consists of a stand-alone video production at least five minutes (5:00) in length. Entries must be for work that was first published in calendar year 2017. **PLEASE NOTE:**
- Appropriate entries include (but are not limited to) television documentaries, promotional/marketing videos, public information/education videos, videos for posting to social media platforms, or videos produced for meetings, exhibits, visitor centers, or point-of-sale displays.
- Training videos and other programs geared to internal audiences should be entered in the Internal Communication category. Other categories that may be appropriate for video entries include Education and Communications Campaign.
- The agency or organization must have exercised creative control over the product. Both broadcast and non-broadcast programs will be accepted.

Video PSA

Up to three entries are allowed. Each entry consists of a stand-alone public service advertisement video production not exceeding four minutes and 59 seconds (4:59) in length. The agency or organization must have exercised creative control over the product. Entries must be for work that was first published in calendar year 2017.
PLEASE NOTE:
- Public Service Advertising can be viewed as "advertising that serves the general public's interest." Videos should be educational and conservation focused helping change the public's attitudes and behaviors in a positive way.
- The following types of video are not eligible for this category and should be entered in the Video Short category instead: promotional/marketing videos; or videos produced for meetings, exhibits, visitor centers, or point-of-sale displays.
- Training videos and other programs geared to internal audiences should be entered in the Internal Communication category. Other categories that may be appropriate for video entries include Education and Communications Campaign.
- Both broadcast and non-broadcast (i.e. social media) programs will be accepted.

Video Short

Up to three entries are allowed. Each entry consists of a stand-alone video production not exceeding four minutes and 59 seconds (4:59) in length. The agency or organization must have exercised creative control over the product. Entries must be for work that was first published in calendar year 2017. **PLEASE NOTE:**
- Appropriate entries include (but are not limited to) promotional/marketing videos, public information/education videos, videos for posting to social media platforms, or videos produced for meetings, exhibits, visitor centers, or point-of-sale displays. Public service announcements are not eligible for this category and should be entered in the Video PSA category instead.
- Training videos and other programs geared to internal audiences should be entered in the Internal Communication category. Other categories that may be appropriate for video entries include Education and Communications Campaign.
- Both broadcast and non-broadcast programs will be accepted.

Website

Two entries are allowed. Each entry consists of a unique URL. An entry may encompass an agency or organization's entire website, or a special project or program-specific initiative. The submitting agency or organization must have maintained complete creative control over the website. **PLEASE NOTE:**
- Be sure to answer the following questions in your Statement of Purpose: What makes your website innovative or unique? What aspects of your site should judges pay closest attention to?
- The judges may review the site at any point during the judging period. The site will be judged based on the content then current.