



Dear Potential Spark Award Winner,

We're looking for the best and the brightest of 2009 – the marketing or communications project that put your organization at the front of the pack, the message that made heads turn and take notice, the web page that drove people to your door in record numbers. It's time for the 2010 Spokane Regional MarCom Association Spark Awards!

Entry fees must be paid at the time of submission; cash or checks only (made out to MarCom), please. Award submission entry fees are:

- \$40 for MarCom members
- \$50 for non-members
- \$30 for non-profits
- \$10 for student entries

Based on numerical scores, below are the awards to be given out:

- ✦ **Merit Award** - for the runner up in each category (possible multiple recipients).
- ✦ **Excellence Award** - for the highest point value in each category.
- ✦ **Brightest Spark Award** - three highest point values overall will receive this coveted award.
- ✦ **The Dussault Award** - This “best of show” award (selected from the three Brightest Spark Awards) will be given to recognize a campaign/program that had a significant impact on the economy, vibrancy, and prosperity of our region and/or target audience. This award will not only be based on numerical score, but will be given at the discretion of the judges. The Dussault Award, presented annually since 1991 for outstanding efforts and results, is named for the late Rev. Arthur L. Dussault, S.J., Gonzaga University Vice President and co-founder of the Spokane Public Relations Council (renamed Spokane Regional MarCom Association in February 2007).

Past Dussault Award-winning entries include Catholic Charities Postcards from St. Margaret's project to raise awareness, recruit volunteers, and invite donations for care of homeless women; Avista's energy efficiency and conservation education program; and Spokane Symphony's "Save the Fox" fund-raising drive. Some Dussault Award recipients have gone on to win national awards for the same work. The Dussault Award winner will be asked to make a presentation about the entry at our last monthly meeting before summer break.

Entries will be announced at the Spokane Regional MarCom Association Spark Awards ceremony in mid-April (location TBA). If you want your entry returned after judging, please plan to pick it up at the awards ceremony.

*If you have questions about submitting work for an award, contact Leslie White Hebert at
white@coffman.com or 509-328-2994*

Award Entry Guidelines:

You may submit as many entries as you like. Select a Division and then the Category (see next page) for each entry. Judges can disqualify any entries for missing elements, so please review your entry materials carefully before submission.

Divisions 1 – 5:

Include with your entry materials a 500 word/typed/double-spaced communication plan that explains:

- a. Purpose/Explanation
- b. Audience or Demographic
- c. Budget
- d. Execution
- e. Evaluation

Include actual program or project materials completed between January 1, 2009 and December 31, 2009. If materials are larger than 11"x17"x5" and not foldable or rollable, provide 8"x10" photographs or 8.5"x11" printed reductions of the materials with scale of original size included.

Divisions 6 – 10:

Include with your entry materials a 1,000 word/typed/double-spaced communication plan that explains:

- a. Goals and/or objectives
- b. Target audience and/or relevant research
- c. Use of resources (budget, time, staff, etc as applicable)
- d. Implementation
- e. Results, evaluation and/or feedback

Include actual program or project materials completed between January 1, 2009 and December 31, 2009. If materials are larger than 11"x17"x5" and not foldable or rollable, provide 8"x10" photographs or 8.5"x11" printed reductions of the materials with scale of original size included.

Award Packaging and Delivery Directions:

Award Packaging

1. Download the "Call for Entry" form found at www.spokanemarcom.com.
2. You must EMAIL an electronic copy of the "Call for Entry" form(s) to Leslie Czernik lczernik@pearsonpkg.com (individually name files for each entry) EMAIL DEADLINE: February 11th, 5 p.m.
3. You must also physically turn in your submission, with (2) hardcopy "Call for Entry" forms per submittal with entry fee.
4. Package all entry materials in three-ring and/or pocket binders or folders. Large envelopes, mailing tubes, or boxes are also acceptable, but can not exceed 11"x17"x5".

Delivery Directions

Preferred delivery method - "Drop Off Party!"

Held at Dean Davis' Studio on Thursday, February 11th, from 4 p.m. – 6 p.m. Dean's studio is located at 216 West Pacific Avenue. Beverages and appetizers will be served.

Mail or Early Drop Off

Deadline: Thursday, February 11th, 5:00 p.m.

Leslie White Hebert, Coffman Engineers, Inc., 10 North Post Street, Suite 500, Spokane WA 99201
(509) 328-2994

No late entries will be accepted.



Individual Communication Projects - Divisions 1-5

The following individual project divisions and categories emphasize technical expertise in a variety of mediums and skills. Note the specific award entry submission directions for each on page 2.

Division	Category
1. Audio-Visual	1.1 Video Presentation, one-time, one-minute or longer
	1.2 Video Presentation, on-going, one-minute or longer
	1.3 TV spot or PSA, one-minute or less
	1.4 Series of TV spots or PSAs
	1.5 30 or 60 second Radio spot
	1.6 Jingle or Jingle Package
	1.7 Other

Submit video or film work samples in VHS or DVD. Submit audio-only programs on CD.

2. Print publications	2.1 Brochures
	2.2 One-to-three-color magazines
	2.3 Four-color magazines
	2.4 Newspapers
	2.5 Newsletters
	2.6 Non-Profit Annual Report
	2.7 For-Profit Annual Report
	2.8 Direct mail products
	2.9 Special publications
	2.10 Other

All print publication submissions will be judged on both content and overall presentation. For magazines, newspapers and newsletter categories, submit three consecutive issues produced in 2009 as one entry. A magazine should be submitted in the four-color category even if the cover is the only four-color printing in the publication.

3. Design	3.1 Posters
	3.2 Logo/organization identity package
	3.3 Illustrations
	3.4 Visual displays
	3.5 Publication covers
	3.6 Invitation or greeting card
	3.7 Photography
	3.8 Other

If entry is a redesign, submit both the new product and the former product. If product does not fit entry packaging requirements (if larger than 11x17x5, must be foldable or rollable), use a clear 8x10 photograph or 8.5x11 printed reduction of materials to show design work, including the scale of the original.

- 4. Writing**
 - 4.1 News release
 - 4.2 Feature
 - 4.3 Recurring columns, editorials
 - 4.4 Advertising/promotion copy
 - 4.5 Speeches or scripts
 - 4.6 Annual report/investor relations
 - 4.7 Other

Writing submissions in all categories will be judged strictly on the writing, not overall publication presentation. For news releases, submit a single news release or a series of up to three closely related releases as they were produced for distribution.

- 5. Electronic and Interactive Communications**
 - 5.1 Internet sites (external)
 - 5.2 Intranet sites (internal)
 - 5.3 E-zines, E-newsletters, E-etc.
 - 5.4 Multimedia (CD-ROM, etc.)
 - 5.5 Other applications

For Internet websites, provide the URL address. To assist judges, consider submitting screen captures or print copies of key web pages. For intranets and other sites where access could be a barrier to evaluation, or if the information being submitted will no longer be accessible from the site at the time of judging, provide registration instructions, dummy account name and number, or submit a Tour of Work Sample (five minutes or less) on CD-ROM or ZIP Disk (250 MB).

- Submit all projects in this division in original form, including special packaging, if any, to distribute product. All entries that must be viewed on a computer during judging should be readable from Mac or PC platforms (please label accordingly -- Mac format preferred).
- Entries will be disqualified if they are submitted incorrectly (including in a format other than specified), fail to open or run when launched, or prove to be incompatible with standard software/hardware.

Communication Campaigns/Programs – Divisions 6-10

The following divisions of complete communication campaigns or programs represent the full range of a communicator's management skills and tools. Entries should include a combination of materials to demonstrate the project or carry the message. Note the specific award entry submission directions on page 2.

Division

6. Media Relations

Programs targeting external print, electronic, or broadcast news media.

7. Internal Communications

Programs primarily targeting internal employee or member audiences.

8. External Marketing Communications

Programs designed to help market products or services, or that are specifically targeted to shareholders, donors, investors, customers, or similarly defined external audiences.



9. Crisis Communications

Internal and/or external plan for dealing with a crisis.

10. Community/Government Relations

Programs targeted to community or policy-making audiences, and/or designed to raise public awareness and good will.

Student Communication Work

Student Communication Work is a separate award competition for college students only, either as individuals or as a class or group. Work completed during 2009 is eligible in the following divisions. Divisions 1-5 require a 500 word communication plan, and divisions 6-10 require a 1,000 word communication plan. See page 2 for award entry guidelines.

Student Work

1. Audio-visual
2. Publications
3. Design
4. Writing
5. Electronic communications
- 6 -10. Complete campaigns