



## The Emerald Awards Call for Entries 2020

Kansas Association of Health Care Communicators

### At A Glance

- KAHCC members (current and new) are encouraged to enter.
- Work entered should be produced between: January 1, 2019 – December 31, 2019.
- Work entered can be created by an individual, team or a vendor/agency supported project.
- An electronic entry form, narrative and PDF of the work are required for all entries.
- Entries and payment must be submitted by 5 p.m. on Friday, March 6, 2020.
- Members may submit more than one entry in a category and may submit the same entry in multiple categories.
- Each entry is evaluated on its own merit, and the type and size of the organization is considered.
- After each entry is scored, the entries with the top scores are awarded Emeralds.

### How To Enter

All work must be health or hospital related and produced by KAHCC members (current or new). This work can be created by an individual, team or be a vendor/agency supported project. All entries must be submitted electronically!

*Electronic  
Entry*

Email your entry form, narrative and PDF(s) of your entry to: [emeralds@kha-net.org](mailto:emeralds@kha-net.org). Submit **one** (1) email for each entry. Put the entry title and the category in the subject line. If your entry is too large and bounces back, please send the entry form and narrative to [emeralds@kha-net.org](mailto:emeralds@kha-net.org) and request access to our FTP site, or a link to the entry may be submitted.

A fee of \$50 is required for each entry. Make checks payable to the **Kansas Association of Health Care Communicators**. Payments must be postmarked by **5 p.m. on Friday, March 6, 2020**. Send a photocopy of your entry form(s) with your payment to:

**KAHCC Emerald Awards  
215 SE 8<sup>th</sup> Ave.  
Topeka, KS 66603**

If you are new to KAHCC or have yet to pay your 2020 membership, submit your \$40 membership fee with your entry.

### Format

All entries will be submitted electronically. An entry form and narrative should accompany all entries. Narratives for all entries should not exceed two pages. Your entry must be in a PDF format. If your entry is entirely electronic (such as a website), please submit a PDF of a screen shot and include links to the entry. Be sure to include attachments as indicated in the award category for your entry. Photographs and supporting documents also may be attached.

All entry narratives should include the following elements: entrant's name, organization and title; planning, research and your target audience; goals and implementation; budget and cost-effectiveness; and measurable results. Be sure that the entry title, entrant name and organization name appear as you would want them on an award.

If you have questions, contact KAHCC Emerald's Chair: John Francis at (913) 945-5201 or [jfrancis2@kumc.edu](mailto:jfrancis2@kumc.edu).

## Categories

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- I. **Internal Communications:** This category includes communications (print and electronic) developed for an internal audience such as employees, volunteers, board or medical staff. Awards will be judged in the following subcategories:
  - A. **Newsletter** - Submit three consecutive issues.
  - B. **Other Publication** (brochure, flyer, poster, etc.) - Submit one.
  - C. **Total Campaign** - Include materials developed as part of a multi-media campaign to achieve specific objectives.
  
- II. **External Communications:** This category includes communications (print and electronic) developed for an external audience such as donors, news media, community physicians or the general public. Awards will be judged in the following subcategories:
  - A. **Newsletter** - Submit three consecutive issues.
  - B. **Annual Report** - Submit one issue.
  - C. **Other Publication** (magazine, brochures, other) - Submit one issue.
  - D. **Total Campaign** - Includes materials developed as part of a multi-media campaign to achieve specific objectives.
  
- III. **Special Events:** This category includes special promotional, advocacy or fundraising event activities, such as health fairs, runs, golf events or open houses.
  
- IV. **Digital Media Projects:** This category includes projects using interactive social media channels, such as blogs, podcasts or other interactive media channels besides traditional websites, created for internal or external use to help educate, inform or influence opinion about specific products, issues, causes or services.
  
- V. **Video:** Created for internal or external use to publicize products, services or issues, shape public opinion or promote awareness. Can also include video news release.
  
- VI. **Website:** This category is designed to recognize successful use of websites. Submit a PDF of a screen shot and include links to the website.
  
- VII. **Advertising:** This category is for any advertising created specifically for a member institution. Subcategories include:
  - A. **Print, Direct Mail or Billboard** - Submit PDF.
  - B. **Television or Radio** - Submit link.
  - C. **Digital/Social** - Provide PDFs, photos and/or links of all elements.
  - D. **Total Campaign** - Must include use of more than one medium. Provide PDFs, photos and/or links of all elements.
  
- VIII. **Writing:** This category is for any written piece, such as a specific newsletter article, media release, script, brochure, special report, etc. When appropriate, please include a PDF of the piece in which the writing appeared.
  
- IX. **Media Relations/Crisis Communication:** This category includes any media story proactively placed or the results of any crisis communications originated by the entrant.
  
- X. **Small Budget, Big Results:** This category includes projects that achieved great results or had a large impact that were created on a minimal budget. Be very specific about dollars/time spent and/or explain the project's cost in terms of a percentage of your overall department budget.
  
- XI. **Wildcard:** This category includes anything not mentioned in the above categories, such as public service announcements or campaigns, advertising specialty items, displays, bulletin boards, photography, logos, graphic design, etc. Please provide in a PDF or JPEG.

## Judging

Each entry is evaluated on its own merit. The number of emerald awards and certificates of merit awarded is based on the total scores in the areas below. Entries will be grouped and awarded by entrant type and size.

Make sure your narrative includes text in each of the areas below.

**Planning and Research** - Demonstrate the need for your project and clearly state measurable goals, as well as define your target audience. A maximum of 20 points will be awarded in this category.

**Implementation** - Demonstrate how your project supported and met your goals. A maximum of 20 points will be awarded in this category.

**Cost Effectiveness** - Define your budget, costs and highlight your effective use of resources. A maximum of 10 points will be awarded in this category.

**Evaluation/Results** - Provide measurable results for your project and how it achieved your stated goals. A maximum of 25 points will be awarded in this category.

- **Note** – In addition to the areas above, judges will have a maximum of 25 points to award their overall impression ... looking at format, design, style and uniqueness of approach.
- **Note** – Entries in the Crisis Communication category will only be judged on three categories: **Implementation** (max 30 pts), **Evaluation/Results** (max 30 pts), and **Overall Impression** (max 40 pts).

## Recognition



Finalists will be notified prior to the Emerald Awards. If you would like your CEO, supervisor or another person notified that you are a finalist, please provide their names and email addresses on your entry form.

Awardees will be recognized at the KAHCC Emerald Awards Luncheon during the KAHCC Spring Conference in Lawrence on April 23-24, 2020. We encourage your attendance at this conference. Emerald awards and certificates of merit will be presented at the luncheon on Friday, April 24.

**One entry will be awarded Best of Show and featured at the KHA Convention.**

In addition, KAHCC will send a news release to newspapers across the state of Kansas announcing the winners of the Emerald Award competition, and an article will highlight the winners in the *KHA Current Report*.

# KAHCC

[www.kahcc.org](http://www.kahcc.org)

Find us on Facebook, Twitter and LinkedIn



**Emerald Awards Entry Form**  
E-mail entry to: [emeralds@kha-net.org](mailto:emeralds@kha-net.org)



**Complete one form for each entry. Entries and payment must be submitted by 5 p.m. on Friday, March 6, 2020.**

Entrant's Name:

Entrant's Organization:

Street Address:

City, State, Zip:

Phone:

Email:

Agency/Vendor Partner (if applicable):

Are you a member of KAHCC?    Yes    No   (If no, please submit \$40 membership dues with award entry payment)

**Please indicate the award category (and subcategory, if appropriate).**

Title of Entry:

Award Category:

Subcategory (if applicable):

Entrant Size:    Critical Access Hospital (< 25 beds)    Larger Hospital (> 25 beds)    Health Care Organization

**Be sure that the entry title, entrant name and organization name appear below as you would want them on an award:**

Title of Entry (on Award):

Name (on Award):

Organization (on Award):

**Finalists will be notified prior to the KAHCC Emerald Awards luncheon on April 24 in Lawrence. If you would like your CEO, supervisor or other person notified that you are a finalist, please provide their names and email addresses below:**

CEO, email address:

Name, email address:

**Make check payable to the Kansas Association of Health Care Communicators.**

**Payments must be postmarked by 5 p.m. Friday, March 6, 2020.**

\$50 | entry payment has been mailed or is being processed.

\$90 | entry payment (\$50) and 2020 membership dues (\$40) has been mailed or is being processed.

If you have questions, contact KAHCC Emerald's Chair: John Francis at (913) 945-5201 or [jfrancis2@kumc.edu](mailto:jfrancis2@kumc.edu).