



MAHPRM Show-Me Excellence Awards 2018 Call for Entries

FINAL ONLINE ENTRY DEADLINE: Monday, Feb. 5
MATERIALS POSTMARKED BY: Monday, Feb. 12

ENTER THE MOST PRESTIGIOUS AWARDS COMPETITION FOR MISSOURI HEALTH CARE PROVIDERS!

The MAHPRM Show-Me Excellence Awards recognize the state’s most talented health care marketing professionals for outstanding excellence. Entries are judged in 22 categories by experts with extensive public relations and marketing experience. Awards will be presented during the **2018 MAHPRM Summer Forum, June 20-22**, at Camden on the Lake in Lake Ozark, Mo. **You can’t win if you don’t enter — enter your project(s) in the Show-Me Excellence Awards today!**



Eligibility

- You must be a MAHPRM member to participate. If you would like to join MAHPRM or renew your membership, indicate this on your entry form and submit the appropriate fee.
- Work must be submitted on behalf of an MHA-member hospital, not an agency.
- Only items published, produced or distributed since Jan. 1, 2017, are eligible for the 2018 competition.

2018 Fees/Deadlines - Early Bird* Rate!

Online Entry Deadline	Postmark By	Fee
Monday, Jan. 22	Monday, Jan. 29	\$60
Monday, Feb. 5	Monday, Feb. 12	\$95

*The early bird fee is **\$60 per entry if submitted by Monday, Jan. 22 (postmarked by Jan. 29)**. Entries submitted after Jan. 22 will be charged an additional **\$35 per entry**. **Entry fees are nonrefundable**. If paying by check, make the check payable to the MHA Health Institute.

! COMPETITION RULES

- Failure to follow the instructions may result in disqualification.
- Electronic file submission is encouraged; however, hard copy submissions will be accepted.

Entry Guidelines

You may enter as many categories as you want and may submit more than one entry in a category.

Visit www.mhanet.com/showme/ for the online entry form.

Entry Form

- ❑ All [entry forms](#) must be completed online. An email confirmation, including copies of the entry form(s) and payment ledger, will be sent within two business days.

Select the appropriate category and corresponding division based on your audience and production costs.

Selecting the correct division/factoring production costs: Include the direct costs of producing the entry, *not its distribution*. Include the costs of advertising agencies, consultants, freelancers, photographers, etc., and materials required for production, including printing costs. Printing costs should reflect the total quantity printed. In-house production costs should *not* be included. Donations should be considered when factoring costs.

Production costs do NOT include hospital or health system staff time or distribution costs for postage, mailing services or advertising placement.

Narrative

- ❑ **Must include TWO printed copies** of the narrative per entry and insert in the corresponding entry envelope. All narratives must be submitted on the [narrative template](#). The narrative template is a Word document to allow entrants to expand and condense sections under required headings. Narratives must be single-spaced and use Times New Roman no smaller than 11 point. The narrative **must NOT exceed two pages** (two single-sided pages or one double-sided page). No other form of narrative will be accepted.

New in 2018: A budget section has been added to the narrative, which provides judges additional

clarity on measurable objectives and results. Include production costs (out-of-house), printing costs and donations (if applicable). See "factoring production costs" above for further details.

The narrative provides important background information for the judges. Be concise. Clearly state measurable goals and objectives, and provide result information as requested. Find narrative examples at www.mahprm.org.

Project Submission

- ❑ Place the following required entry items in an envelope no larger than 10"x13." **One entry per envelope.** If items are oversized (posters, displays, etc.), submit a photograph instead. Binders are not recommended.

1. TWO printed copies of the narrative

2. USB or hard copies (see category description)

- *Electronic submission* – Save the appropriate files and corresponding narrative on a USB flash drive in the following acceptable formats: .mp4, .wmv, .pdf, .doc, .docx, .ppt, .pptx, .jpg and .png. Video resolution must be at minimum 480p: 854x480. Using a smear-proof marker, EACH flash drive must be labeled with the unique entry number (see entry form). **One USB flash drive per entry. CDs and DVDs will not be accepted.**
 - *Hard copy submissions* – Hard copy entries are not required unless entrant believes the hard copy is necessary for judging. Include the appropriate number of printed copies (see category description), along with TWO printed copies of the corresponding narrative.
- ❑ Print two copies of the entry form(s) (provided in your email confirmation), and affix one of the corresponding copies to the outside of the corresponding entry envelope.
 - ❑ Print the payment ledger (provided in your email confirmation), and staple it to the second copy of printed entry form(s). Include these in the package to be mailed.

Mailing Address

MAIL/SHIP ENTRIES TO:
Stephanie Buker
MHA Health Institute
4712 Country Club Drive
P.O. Box 60
Jefferson City, MO 65109-4541

Judging

Judging is weighted 40 percent for concept, technical skill and originality, and 60 percent for effectiveness of execution and achievement of stated objectives.

Judging criteria will include the following.

- **Measureable project goals and objectives** — statement of problems and opportunities, concept, organization, research/planning
- **Project implementation** — technical skill, composition, design, writing/readability
- **Originality/creativity of approach** — composition and design, content, writing, technical excellence
- **Effectiveness of execution** — integration of elements, suitability for audience, fulfillment of purpose, balance
- **Results and evaluation** — clear process and achievement of stated objectives or measurable results

Entries in the creative categories will be judged on concept, technical skill and originality. Results should be provided for Category 18 — Media Relations Activity or Program — submissions.

In several award categories, all entries will be judged in one division, regardless of production costs. However, in most categories, entries will be judged by divisions according to production costs, format or audience. A budget section has been added to the narrative, which provides judges additional clarity on measurable objectives and results. Failure to indicate the appropriate division for each entry will result in disqualification.

At most, three awards may be given in each division. Judges reserve the right to issue no awards in categories in which entries do not meet established criteria. If first place is not awarded in a division, second- and third-place awards will not be given. In the event of a tie for first, a second place may be awarded. Each entrant will receive a summary of the judges' comments.

Entries are judged by a panel of experts selected by the MAHPRM board. The panel includes communications professionals with previous or current experience in marketing and public relations.

Notification and Recognition

Winners will be notified in April 2018. The MAHPRM Show-Me Excellence Awards will recognize both the individual and health care organization.

Awards will be presented at the Show-Me Excellence Awards program during the 2018 MAHPRM Summer Forum, June 20-22, at Camden on the Lake in Lake Ozark, Mo. Winning entries will be posted on MAHPRM's website. Entry materials will not be returned.

? If you have questions, contact Stephanie Buker at 573/893-3700, ext. 1387, or sbuker@mhanet.com

The 2018 Show-Me Excellence Award chairs are:
Cory Owens, Marketing and Public Relations Manager at Saint Luke's Health System and
Rachel Rahe, Service Line Marketing Manager at Children's Mercy Kansas City,

RESULTS CATEGORIES

CATEGORY Number and Name		DIVISION Letter and Description		CATEGORY DESCRIPTION
1	Advertising – TELEVISION	A	production cost of \$15,000 or less	Any television advertisement produced exclusively for the entrant’s health care organization is eligible. Multiple ads for the same campaign may be submitted* as one entry.
		B	production cost greater than \$15,000	
2	Advertising – RADIO	A	production cost of \$1,000 or less	Any radio advertisement produced exclusively for the entrant’s health care organization is eligible. Multiple ads for the same campaign may be submitted* as one entry.
		B	production cost greater than \$1,000	
3	Advertising – PRINT	A	production cost of \$1,500 or less	Any print advertisement produced exclusively for the entrant’s health care organization is eligible. Multiple ads for the same campaign may be submitted* as one entry.
		B	production cost greater than \$1,500	
4	Advertising – OUTDOOR	A	All entries are judged in one division.	Any outdoor advertisement, such as billboards or transit advertising, produced exclusively for the entrant’s health care organization is eligible. Multiple ads for the same campaign may be submitted* as one entry.
5	Advertising – MULTIMEDIA CAMPAIGN	A	production cost of \$20,000 or less	Any advertising campaign produced exclusively for the entrant’s health care organization that includes advertising in more than one medium is eligible. All radio advertising and television advertising files must be submitted* on one flash drive, and all outdoor advertising files must be submitted as photographs. Samples of collateral pieces, such as direct mail, newspaper, magazine and other print advertising, also may be included on the corresponding flash drive.
		B	production cost greater than \$20,000	
6	Best PR/ Marketing Project For A Small/Rural Hospital	A	All entries are judged in one division.	<p>This category is designed to recognize the efforts of small or rural health care providers that have developed successful projects with limited budgets and do not have access to corporate/system marketing resources.</p> <p>A facility must meet one of the following criteria to be eligible: fewer than 100 acute care beds or fewer than 4,000 admissions annually. Indicate on the entry form which criterion your hospital meets — bed size or admissions. Entries eligible for this category are public relations and marketing projects and employee communications projects. Submit* file(s) in the acceptable format.</p>

*See Page 8

RESULTS CATEGORIES

CATEGORY Number and Name		DIVISION Letter and Description		CATEGORY DESCRIPTION
7	Cooperative Partnership	A	All entries are judged in one division.	This category is designed to recognize results-oriented programs that partner health care institutions with entities such as community groups, media, schools, other health care providers/ organizations, businesses, government agencies, etc., in resolving health care-related issues, (such as improving access, quality, cost and education about service utilization.) Submit* file(s) in the acceptable format.
8	Crisis Communications	A	All entries are judged in one division.	This category is designed to recognize a marketing and/or public relations department's resolution of a crisis situation, such as a natural disaster, medical accident/procedure performed incorrectly or legal dispute. Support materials could include newspaper clippings, broadcast stories on a flash drive, transcripts, etc. Submit* file(s) in the acceptable format.
9	Direct Mail	A	production cost of \$2,500 or less	Any one piece that targets a specific audience and reaches that audience by mail is eligible. Examples include breast screening information mailed to women and cardiac rehabilitation information sent to seniors. Submit* file(s) in the acceptable format. (Note: Routine publications that are mailed, such as quarterly community magazines, should be entered in the External Publications/Routine category.)
		B	production cost greater than \$2,500	
10	Employee Communications Projects	A	production cost of \$2,500 or less	Any employee communications project (print or electronic) other than a newsletter, such as a brochure, recognition program or educational offering, that is primarily for health care employees is eligible. Submit* file(s) in the acceptable format.
		B	production cost greater than \$2,500	
11	Websites	A	Internet	This category is designed to recognize successful use of websites. Websites designed for an external audience should be entered in the Internet division, and must include the website address. Websites designed specifically for an internal or employee audience (not open to the public) should be entered in the intranet division. Submit* file(s) in the acceptable format.
		B	Intranet	

*See Page 8

RESULTS CATEGORIES

CATEGORY Number and Name		DIVISION Letter and Description		CATEGORY DESCRIPTION
12	Social/ Interactive Media	A	All entries are judged in one division.	This category is designed to recognize various electronic, digital, social and/or other new media methods of communication and marketing. This may include video game development, interactive public displays, digital signage, Facebook, Twitter, etc. Include the address of social media and submit* file(s) in the acceptable format.
13	Physician Relations/ Communications Projects	A	All entries are judged in one division.	Any form of communication, project or event — print or electronic — that is directed to or for physicians and physician practices is eligible. Submit* file(s) in the acceptable format.
14	Special Marketing or Public Relations Projects	A	production cost of \$2,500 or less	Any marketing or public relations project designed to meet specific marketing objectives or to support specific services or special events. Entries using multiple methods of communication to reach internal and/or external audiences, such as health fairs, anniversary celebrations, open houses and seminars are eligible. Submitted* entries should include collateral materials, photographs of displays or billboards, advertising scripts, supporting correspondence or media, and samples of print or other publicity.
		B	production cost of \$2,500 to \$10,000	
		C	production cost greater than \$10,000	

*See Page 8

CREATIVE CATEGORIES

CATEGORY Number and Name		DIVISION Letter and Description		CATEGORY DESCRIPTION
15	Annual Report	A	production cost of \$10,000 or less	Submit* one sample of a brochure, newspaper display advertisement or publication — print or electronic. Results not required.
		B	production cost greater than \$10,000	
16	External Publications/ Routine	A	electronic	Submit* two consecutive issues of a routine publication designed primarily for individuals outside the health care organization. For electronic newsletters, provide two examples published one month apart. Results not required.
		B	printed: production cost per issue of \$10,000 or less	
		C	printed: production cost per issue greater than \$10,000	
17	Internal Publications/ Routine	A	electronic	Submit* two consecutive issues of a routine publication designed primarily for health care employees. For electronic newsletters, provide two examples published one month apart. Results not required.
		B	printed: production cost per issue of \$1,000 or less	
		C	printed: production cost per issue greater than \$1,000	
18	Media Relations Activity or Program	A	small/rural hospital	Any single event or comprehensive program designed to generate favorable coverage of health care issues and events in the local media is eligible. Submit* samples of articles published, as well as audio/video broadcast stories referenced in the narrative.
		B	mid to large size hospital	To be eligible to enter the small/rural hospital division, a facility must meet one of the following criteria: fewer than 100 acute care beds or fewer than 4,000 admissions annually. Indicate on the entry form which criterion your hospital meets — bed size or admissions. Include results on narrative.

*See Page 8

CREATIVE CATEGORIES

CATEGORY Number and Name		DIVISION Letter and Description		CATEGORY DESCRIPTION
19	Photography	A	All entries are judged in one division.	Submit* a single copy or a series of photographs, appropriately mounted. Mounted entries should be no larger than 8½" x 11." Proof of use of the photograph must accompany each entry, such as a copy of the publication in which it appeared or date and location of the display. Photographs purchased from a syndicated service, newspaper, wire service or stock photography agency are not eligible. However, a photograph taken by a commercial photographer under the specific direction of the public relations professional may be entered. Results not required.
20	Special Purpose Publications	A	production cost of \$5,000 or less	Submit* one sample of a publication — print or electronic — designed to meet a specific need or purpose, such as a patient information handbook, open house or dedication program, new service brochure, allied health recruiting piece or report card. Results not required.
		B	production cost greater than \$5,000	
21	Video	A	production cost of \$5,000 or less	Any video project other than television advertising is eligible. Entries may include any focus — health care overview, recruitment, procedure, staff/patient education, etc. Submit* file(s) in the acceptable format. Results not required.
		B	production cost greater than \$5,000	
22	Writing	A	written for employee/physician audience	Submit* writing sample in manuscript form, double-spaced. Entry must be the final/edited version. Entries may include a news release, feature story, editorial or speech. Also, submit* one copy of the publication in which the article appeared or date and location of the speech. Judging will be conducted on the manuscript alone; the publication format or graphic design will not be considered in this category. Results not required.
		B	written for all other audiences	

***Acceptable Submission Formats**

- *Electronic Submission* – Save the appropriate files and corresponding narrative on a USB flash drive in the following acceptable formats: .mp4, .wmv, .pdf, .doc, .docx, .ppt, .pptx, .jpg and .png. Video resolution must be at minimum 480p: 854x480. Using a smear-proof marker, EACH flash drive must be labeled with the unique entry number (see entry form). **One USB flash drive per entry. CDs and DVDs will not be accepted.**
****For judging purposes: Also need to submit TWO printed copies of the corresponding narrative.**
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