

## 2019 AACOM Excellence in Communications Awards

### Submission Guidelines

The AACOM Excellence in Communications Awards program is designed to recognize the important role the marketing and communications plays in advancing osteopathic medical education and the profession. It also seeks to inspire higher levels of performance among our members.

Award winners will be individually notified in April after judging takes place. All winners will be recognized at the Marketing and Communications Advisory Council (MAC) spring meeting. First-place winners will be recognized at the AACOM Awards Banquet Friday, April 12 at Educating Leaders 2019, the AACOM Annual Conference in Washington, DC.

#### **Submission Deadline:**

All entries must be submitted by Wednesday, February 6, 2019.

#### **Eligibility:**

College or university-based marketing and communications departments engaged in the management and operations of the marketing and communications program at an AACOM member college are eligible to submit entries.

#### **Judging Recommendation Requirement:**

Each submitting college must recommend at least one (1) third-party judge who is:

- Available to spend up to five (5) non-consecutive hours in February/March reviewing entries and participating in digital adjudication
- Unbiased
- A professional in marketing, communications, publishing, design, journalism, or a related field

#### **Performance Period:**

Work accomplished between January 1 and December 31, 2018, will be considered.

#### **Entry Categories:**

All entry submissions are entirely digital this year. Submittal requirements may vary depending on category. Read individual category descriptions below for submittal requirement details. Entries that fail to follow submittal requirements will be penalized in judging.

**Website**

An external, public website that either promotes your COM or has been launched by your COM for a specific project.

Requirements: Web address.

**Social Media**

Any marketing effort that utilizes online social media tools to provide a platform for thought leadership, collaboration, and user interaction. Can be one platform or a combination of platforms. Examples of social media include but are not limited to blogs, networking sites (e.g., LinkedIn, Facebook), content-sharing sites (e.g., YouTube, Flickr), or news sites (e.g., Reddit).

Requirements: A pdf of screenshots of all the pieces in the social media communications program, as well as web links to view original content online.

**Podcast/Video**

A program that utilizes video or podcasts as the primary means of communication. Video programs are filmed communications, with or without audio, and podcasts are a series of audio or video programs.

Requirements: Include a web link to view/listen to online.

**Newsletter**

An internal or external publication designed in a newsletter format and produced via print or digital media.

Requirements: A pdf of each of the last three issues of the publication. If entering a digital newsletter, include a web link to view original digital format of last three issues online.

**Magazine**

A printed or digital serial publication or periodical in editorial format that presents one or more points of view.

Requirements: A pdf of each of the last three issues of the publication. If entering a digital magazine, include a web link to view original digital format of last three issues online.

**Annual Report**

A print or digital publication containing a COM's annual highlights and financial results.

Requirements: A pdf of the printed report, or a web link to view original digital format online.

**Advertising**

An individual advertisement or ad campaign, any size, color or black and white, print or digital.

Requirements: A pdf of a printed ad, or a pdf containing each ad if a series. If entering a digital piece, include a web link to view original digital format online.

**Recruitment**

A program/piece designed to recruit potential students through print and/or electronic communications, including but not limited to ads, brochures, form letters, pamphlets, postcards, announcements, and email promotions.

Requirements: A pdf of all the pieces in the communications program. For digital pieces, including a web link to view original digital components online.

### **Feature Story or Article**

An article published in print or online, written by a member of the COM, to meet a public relations or marketing objective.

Requirements: A pdf of the printed article, or a web link to view original digital format online.

### **Award Criteria and Judging:**

Awardees will be notified in early April. The panel of judges will be composed of volunteers submitted by applicants, as well as AACOM staff. Judging scorecards will not be made public.

Submissions will be adjudicated using a point system. Each submission will be assessed and reviewed by the panel using the following point system based on 100-point scale (subject to change):

- 50% or More in House: 5
- Met Submission Requirements: 5
- Marketing Objectives: 10
- Planning/Target Audience: 10
- Content, Messaging: 20
- Content, Overall Deliverable: 30
- Results: 20

### **Submitting Your Entries:**

Each entry must include the following to be considered for judging:

- 1) **Completed [online entry form](#)**
- 2) **All submission requirements**
- 3) **\$50 [submission fee payment](#)**

A \$50 submission fee is required for each entry. Payment can be made online through the [AACOM online bookstore](#) (Visa, MasterCard, and American Express) or sent as a check by mail. If submitting the same item in more than one award category, a separate fee is required for each additional submission.

- To pay online by credit card (MasterCard, Visa, American Express): Go to AACOM's online bookstore, fill out an order form, and then select 'Add to Cart.'
  - If you are purchasing multiple submissions, add the first submission by clicking "Add to Cart" and, in the shopping cart screen, adjust the quantity to the number of submissions you wish to purchase. Be sure to keep your payment confirmation number, as it is required on the digital submissions form.

- To pay by check: Please make checks payable to AACOM. The check should be for the total cost of all your entries. Checks should be mailed to:

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