



THE ASSOCIATION FOR CONSERVATION INFORMATION

# AWARDS CONTEST

## Audio / Video Category Group

### **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 internet (podcasts). More than one podcast may be entered but the productions can not be from the same title series. The agency must maintain creative and/or editorial control over the product. This means that the agency makes the assignment and controls the final execution of the product, including any freelance work. Entries must be for work that was completed and first aired/published in the contest year.

### **Video: Recurring Program**

Only one entry is allowed. An entry consists of a series of two episodes produced specifically for television or internet viewing (Vimeo, Facebook, YouTube, etc.). The programs must have been produced as a part of a regularly scheduled series. The agency must maintain creative and/or editorial control over the product. This means that the agency makes the assignment and controls the final execution of the product, including any freelance work. Entries must be for work that originally aired in the contest year. Entries cannot be resubmitted in another category. In your statement of purpose, please be very specific on where your video is published, how many episodes and how frequent you broadcast/publish new episodes/videos in your series.

### **Video Feature: How-to / Instructional**

Up to two entries are allowed. The video consists of an instructional presentation in order to teach the viewer a new skill or to inform. The agency must maintain creative and/or editorial control over the product. This means that the agency makes the assignment and controls the final execution of the product, including any freelance work. Entries must be for work that was first published in the contest year.

### **Video Feature: Hunting and Fishing**

Up to two entries are allowed. This is a "hook and bullet" category focusing on hunting and fishing in your state. The video may include a how-to portion or segment within the production but must primarily focus on the pursuit of fish and game. The agency must maintain creative and/or editorial control over the product. This means that the agency makes the assignment and controls the final execution of the product, including any freelance work. Entries must be for work that was first published in the contest year.

### **Video Feature: Natural Resources Conservation**

Up to two entries are allowed. This is a natural resource, scientific story, and research category. The majority of the production should highlight a species, research or ecology spotlight, while some of the production may consist of off topic subjects (hunting, fishing, how-two, etc.) The agency must maintain

creative and/or editorial control over the product. This means that the agency makes the assignment and controls the final execution of the product, including any freelance work. Entries must be for work that was first published in the contest year.

#### **Video Feature: Outdoor Recreation**

Up to two entries are allowed. This is an outdoor use production which may include but not limited to hiking, canoeing, kayaking, camping, backpacking, etc. The majority of the production should be outdoor recreation category focused, but may consist of some off topic subjects (hunting fishing, research, how-to, etc.) The agency must maintain creative and/or editorial control over the product. This means that the agency makes the assignment and controls the final execution of the product, including any freelance work. Entries must be for work that was first published in the contest year.

#### **Video PSA and Marketing**

Up to two entries are allowed. Each entry consists of a stand-alone public service advertising/promotion/marketing video production. The agency must maintain creative and/or editorial control over the product. This means that the agency makes the assignment and controls the final execution of the product, including any freelance work. Entries must be for work that was first published in the contest year.

#### **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.
- 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, or How-To / Instructional.
- Both broadcast and nonbroadcast (i.e. social media) programs will be accepted.

## **Communication / Education Category Group**

#### **Best Use of Humor**

This category recognizes the most creative and effective use of humor to enhance and amplify a communication or education effort. Such example efforts could include, but not be limited to, social media posts, photos, illustrations, articles, billboards, video, radio spots, etc. The agency must maintain creative and/or editorial control over the product. This means that the agency makes the assignment and controls the final execution of the product, including any freelance work. Entries must be for work that was published in the contest year. Up to two entries allowed.

#### **Communications Campaign - Educational**

Up to three entries per agency are allowed. Each entry consists of all materials used in a communication campaign or effort designed to educate the public (CWD, AIS, Don't Feed the Bears, etc.). Entries may use combinations of various print, digital media, or online community engagement strategies. The submitting agency or organization must include the distribution strategy or work plan and have maintained editorial, design and creative control over the campaign. Be sure to detail in your submission the key audience, why each media was selected, the goals, and how the outcomes were evaluated. Entries must be for work that was completed in the contest year.

PLEASE NOTE:

- Single publications, magazine articles, and videos without supporting documents should be entered in their respective categories.
- 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 contest calendar year. 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.

**Communications Campaign - Marketing**

Up to three entries per agency are allowed. Each entry consists of all materials used in a communication campaign or effort designed to sell a service or product (hunting or fishing license, license plate, wildlife stamps, etc.). Entries may use combinations of various print, digital media, or online community engagement strategies. The submitting agency or organization must include the distribution strategy or work plan and have maintained editorial, design and creative control over the campaign. Be sure to detail in your submission the key audience, why each media was selected, the goals, and how the outcomes were evaluated. Entries must be for work that was completed in the contest year.

PLEASE NOTE:

- Single publications, magazine articles, and videos without supporting documents should be entered in their respective categories.
- 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 contest calendar year. 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.

**Education**

Up to three entries per agency 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 curriculum. Any such program is eligible for this category because its purpose is primarily educational, even when its format makes it eligible for video, magazine or other categories. The submitting agency or organization must have exercised creative control over the product. Be sure to detail in your submission the audience, education goals and how educational effectiveness is measured.

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 contest year. 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 per agency are allowed. Each entry consists of two different issues of an external or print e-newsletter. Submitting agency or organization must have maintained editorial and design control. Newsletters must have a regular publishing schedule (monthly, quarterly, etc.) Entries must be for work that was completed during the contest year. Be sure to detail your audience and justification for editorial choices.

#### **PLEASE NOTE:**

- Entrants may not submit the same newsletter issue into multiple categories. Electronic messages should be submitted in the Online Community Engagement category if part of an overall campaign of electronic communications.
- This category can only be entered once per title; for example, if the April and May issues of a newsletter comprise one entry, the August and September issues of the same newsletter cannot be a separate entry.

### **Internal Communications**

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 during the contest year. Be sure to detail the goals of the project and any outcomes.

#### **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.

### **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. This means that the agency makes the assignment and controls the final execution of the product, including any freelance work.

#### **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 that is current.

# Graphic Design / Photo Category Group

## **Graphics: Advertising / Display**

Up to two entries are allowed. Each entry consists of an original graphic element created by someone within the member agency. Examples include: ads, web banners, exhibit graphics, a sign or series of related signs, and billboards. 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 the contest year.

### PLEASE NOTE:

Up to three items that the graphic was used on may be included in the entry.

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. Examples include: a magazine article, 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 the contest year.

### PLEASE NOTE:

- The Statement of Purpose should include information on why the layout was created and how it was used.

## **Graphics: Logos / Illustrations**

Up to two entries are allowed. Each entry consists of an original graphic element created by someone within the member agency. Examples include: logos, illustrations, patches, pins, stickers etc. 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 published in the contest year.

### 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.

The Statement of Purpose should include information on why the logo/illustration was created and how it was used.

## **Photography: Flora and Fauna**

This category is designated for wild animals, birds, fish, insects, and other live creatures or wild plants as the main subject in a natural setting. People are typically excluded from the subject matter.

Photographer must demonstrate sound technical field skills that offer not only artistic value, but scientific value as well. Up to two entries are allowed. Each entry is one photograph. The photograph must have been published first 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. Judges will select the best individual photograph. Entries must be for photos that were first published in the contest year.

#### **Photography: People**

This category is designated for photos where the primary subject is one or more people, typically in the outdoors and/or their natural environment. Up to two entries are allowed. Each entry is one 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. Judges will select the best individual photograph. Entries must be for photos that were first published in the contest year.

#### **Photography: Scenic**

This category is designated for photos showing locales in all their varieties. Photographs will portray landscapes, outdoor scenes or other natural settings in which the general view--rather than a specific person, animal or plant-- is the theme of the image. Up to two entries are allowed. Each entry is one 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. Judges will select the best individual photograph. Entries must be for photos that were first published in the contest year.

#### **Photography: Studio/Enhanced**

This category is designated for photos captured where the photographer controls the lighting. Photographers may use photo editing software, artificial lighting or commercial techniques. Studio photographs may be shot indoors or outdoors with the aid of studio accessories such as a flash head, light stand, umbrella, Softbox, snoot and/or honeycomb or reflectors. Up to two 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 and/or other effort during the contest year. The photo must have been taken by an employee of the submitting agency or organization. Entries will be judged for the best individual photograph.

## **Magazine Category Group**

#### **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 and distributed in the contest year.

#### **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 the contest year.

**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 the contest year.

**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 the contest year.

**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 the contest year.

## Social Media Category Group

**Best Social Media Campaign**

This category recognizes a social media campaign that demonstrates a concerted communications or marketing effort using one or more social media platforms. This entry could be a one-time campaign or a unique and fresh variation of an annual campaign. In your statement of purpose, please thoroughly explain the details of your campaign and how you measured success. Provide links, images, screen shots, analytics and any other documentation that illustrates the success of your campaign. 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- be prepared to explain this in your statement of purpose. Entries must be for work that was completed in the contest year. Up to two entries are allowed.

**Best Social Media Presence**

This category recognizes an agency that demonstrates the effective and quality use of social media to engage and grow an active outdoor community. The entrant will be awarded for the comprehensive and productive use of social media platforms such as Facebook, Instagram, Twitter, YouTube and Pinterest. Entrants will be judged based on overall tone, presence, message, engagement, creativity and strategic use of all platforms to create an active community that supports their agencies mission.

Entries will also be scored based on the successful and creative use of appropriate and commonly used content types (video, photo, gif, meme, live stream) for various social platforms. Although judges may review your social media sites at any point during the judging period, please provide specific examples (links, screen shots, images, analytics) that demonstrate your social media engagement, success and overall presence during the contest year. Please provide a detailed explanation of your social media presence in the statement of purpose. Entries must be for work that was completed in the contest year. Only one entry per submitting agency is allowed.

**Conservation Post of the Year**

This category awards the "hottest-performing" conservation post on social media during the contest 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 social media platforms— shares aren't eligible. Entries must be for work that was completed in the contest year. One entry is allowed.

## Other Printed Products Category Group

### **Calendar**

Each entry consists of a monthly, desktop or wall calendar. Digital or online calendars are NOT eligible for submission. Submitting agency or organization must have maintained editorial and design control. Entries must be for work that was published in the contest year. Up to three entries are allowed.

### **One-time Publication: Book/Report**

Up to three entries are allowed. Each entry consists of a one-time book or report publication. Entries must consist of multiple bound pages. Examples include, but not limited to, annual reports, cookbooks, field guides and program reports. Submitting agency or organization must have maintained editorial and design control. Entries must be for work that was completed and distributed in the contest year.

### **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 and made available to the public in the contest year.

### **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, flyers, invitations, etc. Submitting agency or organization must have maintained complete editorial and design control. Entries must be for work that was completed and made available in the contest year.

### **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.

### **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. Please include product dimensions in your Statement of Purpose. Smaller pieces, such as flyers, should be entered 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 and made public in the contest year.

### **Regulations Publications**

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 public. This category is intended to evaluate printed regulation publications and does not include apps, websites or other digital regulation products. An entry must be for work that was completed in and made available to the public in the contest year.