



# North Carolina City & County Communicators Excellence in Communications Awards

**2019 Awards:** For work performed, published or created during 2018. Enter online at [NC3C.awardsplatform.com](http://NC3C.awardsplatform.com) until **Midnight, February 4, 2019**. Awards presentation during the **Annual Conference, April 10-12, 2019** in Durham.

## 2019 Categories

### TV, Video, & Streaming

Interview or talk show	<i>Video presentation aired, online or published otherwise, in the interview or talk show format.</i>
Regular programming	<i>Recurring video presentation aired, online or published otherwise, in the magazine, news and informational programming format.</i>
One-time special programming	<i>One-time special programming video presentation aired, online or published otherwise.</i>
Public service announcement	<i>A short form public service announcement that is an original program presented online or published otherwise and used to inform and educate viewers on a topic of public interest or video with intended purposes of a governmental campaign or program.</i>
Promotional video	<i>Channel ID or single spot not to exceed 3 minutes promoting community event or specific jurisdiction or entity.</i>
● Governmental Meetings	<i>Production of government meetings produced by organization presented online or on a government channel. A telescoped presentation representing the look, feel, production values and deliberative action coverage of the governmental unit is requested. Two or more meetings are required to demonstrate ongoing production values.</i>
● Best PEG or Streaming Channel	<i>Award honors ongoing excellence in the operation of a government or streaming channel qualifying for PEG designation and benefiting a government. Submit a montage of programming to illustrate overall presentation as well as one or two clips of transitional periods between programs.</i>
● Instructional Video	<i>A training or demonstrative video for an external or internal audience intended to demonstrate a process or convey instructions.</i>
● Live or Live-to-Video Record Event	<i>Live event that was presented live, or recorded live and presented on a PEG Channel (or similar), or on Facebook, YouTube or other streaming platforms.</i>
● Videography	<i>Generated by the organization, videography used for the organization's purpose to illustrate or convey a message, image or information about the organization. This award is to reward excellent videography performed and used by the organization for a specific project, collection or series during 2017. Videography within this connected presentation should command attention, add insight and communicate a message. Composition, focus, contrast and use of color must reflect the highest professional standards.</i>

● New in 2018

**NC3C 12<sup>th</sup> Annual Conference • April 10-12, 2019 • Durham**

Register at [NC3C.com](http://NC3C.com) • Book early to get the best conference rate

## Printed Publications

Employee newsletters	<i>A regularly produced newsletter distributed to employees or other groups of internal persons primarily in a printed format. Submit at least two but not more than four issues.</i>
External newsletters - Residents or targeted audiences	<i>A regularly produced newsletter distributed to residents, businesses, or other groups of external persons primarily in a printed format. Submit at least two but not more than four issues.</i>
● External Newsletter Black & White - Residents or Targeted Audiences	<i>A regularly produced newsletter distributed to residents, businesses, or other groups of external customers produced only in black and white. Submit at least two but not more than four.</i>
Magazine	<i>A regularly produced magazine distributed to residents, businesses, or other groups of external customers. Submit at least two but not more than four different issues.</i>
Annual Report	<i>Printed Annual Report. Can include entries for the Popular Annual Financial Reporting Award Program (PAFR Program).</i>
Brochure	<i>A printed promotional or informational brochure or pamphlet created and distributed to an internal or external audience.</i>
● Program or Activity Catalog	<i>Multi-page publications created to describe multiple activities or programs operated by the entity disseminated to an audience in a print medium.</i>
● Poster, Flyer, Club Card	<i>Created specifically for this genre, or this trio of formats, intended to provide quickly received information. Entry can be one or all three showing continuity in presentation in format or outstanding use of the individual format for a specific message intended to quickly convey a governmental or similar entity message.</i>
● CAFR or similar financial report	<i>A presentation conforming to that required for a CAFR or similar Financial Report intended to fulfill need for official review of financial statements. Not intended for the Popular Annual Financial Reporting Award Program (PAFR Program) activities.</i>

## Communication Technology

Digital Employee Newsletter	<i>A regularly produced newsletter distributed to employees or other groups of internal persons only in a digital format. Submit at least two but not more than four issues.</i>
Digital External Newsletter (residents or targeted audiences)	<i>A regularly produced newsletter distributed to residents, businesses, or other groups of external persons only in a digital format. Submit at least two but not more than four issues.</i>
Website	<i>The official Internet site for the governing body or a unit of the governing body. A new website or a significantly updated website (design, structure, platform or content) that launched or was substantially completed within the judging period. If a redesign, please include screenshots of the previous version of the site. The URL must be provided.</i>
Intranet	<i>An internal platform new or significantly redesigned that was launched or substantially completed within the judging period. If a redesign, please include screenshots of the previous version of the site. Video or screenshots showing the processes and information within the Intranet must be provided.</i>
Other technologies	<i>Blogs, podcasts, customer call centers, etc. advanced within the judging period to benefit the jurisdiction or entity.</i>
● Digital Program or Activity resource (Catalog type listing)	<i>Web-based, app-based, or otherwise organizational created item that provides a resource for multiple programs or activities operated by the entity.</i>
● Digital Document In Lieu of Print	<i>A document that is created for digital presentation that would have been otherwise, or in the past, printed and distributed. This category is intended to provide an opportunity for digital entries not otherwise specified in this division.</i>
● Digital Signage Programming	<i>Presentations made to multiple digital displays as part of a signage network. Provide a presentation of the output of digital signage that is representative of an extended period of time, not a singular entry or message on digital signage. Showing a campaign or continuity of presentation is appreciated. A video showing the sampling of the programming as well as screenshots should be provided.</i>

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## Marketing Tools

Direct mail or print advertising	<i>Item caused to be created and implemented by the organization using direct mail or print advertising.</i>
Branding or New logo for jurisdiction, destination or program	<i>A logo, illustration or graphic created, revised or updated during the judging period used to promote a jurisdictional program or represent a jurisdiction or destination. Or a branding campaign that has a graphical component for a destination or jurisdiction. Promotional activity related to the new artwork or branding campaign is part of the judging. Include previous logos or theme art if applicable. Attach examples of your logo, illustration or graphic in use and provide examples of use.</i>
Best use of Promotional item	<i>Best use of item for promotional purposes of a campaign, project, opening, or similar. Because we are all digital in judging, consider submitting photos and video of the use of the item.</i>
● Illustration or Graphic	<i>Single image or collection of images all created for a specific campaign, program, presentation or otherwise used to help convey a message, advance an issue or as an illustrative understanding of a matter related to a jurisdiction or similar. Attach examples of your logo, illustration or graphic in use and provide examples of use.</i>
● Writing	<i>For print, video, web or otherwise that demonstrates superior communication skills. This includes speeches, news releases, feature article in a newspaper or magazine, a blog post, opinion piece or something similar. Please provide the writing as well as the finished piece if a video or similar.</i>
● Photography	<i>Single image generated by the organization, still photography used for the organization's purpose to illustrate or convey a message, image or information about the organization. Photography should command attention, add insight and communicate a message. Composition, focus, contrast and use of color must reflect the highest professional standards. Planning for the shot, post processing actions and final use should be addressed. This award is to reward excellent photography performed and used by the organization. Must have been published during the award period.</i>

## Social Media

Best general use of social media	<i>General use of recognized social media sites to inform or educate residents. Screenshots and active links should be provided.</i>
Best campaign use of Social Media - Special Event	<i>Comprehensive campaign using recognized social media sites to inform or educate residents for a special event or events. Screenshots and active links should be provided.</i>
● Best use of Social Media for Program, Activity or Campaign	<i>Comprehensive campaign using recognized social media sites to inform or educate residents for a program, activity or campaign to benefit the jurisdiction. This category is not for events, but operational programs, activities or a general but specific campaign by the jurisdiction. Screenshots and active links should be provided.</i>
Best Campaign Use of Social Media - Recurring events	<i>Comprehensive campaign using recognized social media sites to inform or educate residents for recurring events. Screenshots and active links should be provided.</i>
Best Campaign Use of Social Media - One-time event	<i>Comprehensive campaign using recognized social media sites to inform or educate residents to advance a one-time event. Screenshots and active links should be provided.</i>
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## Other

Citizen Participation (governmental process)	<i>Programs that encourage citizen education and participation in the governmental process.</i>
Community Visioning	<i>Programs for promoting deliberations among diverse community interests in order to guide a community decision on future direction and vision.</i>
Service Delivery	<i>Service Delivery or Community Issue. Innovative program, service or delivery system improvements for meeting resident needs. Digital programs, services or systems may be included.</i>
Communication or Marketing Plans	<i>A marketing or communications plan drafted or revised in during the judging period that defines strategies that will be used for marketing or to communicate relevant topics to citizens. The plan should include problems, definitions, strategies, expected outcomes and evaluation procedures.</i>
● Crisis Communication	<i>Demonstration of reaction to an unexpected emergency that required high level crisis communication to citizens. Advance work including any communications plans and after action evaluation should be included.</i>
Most Creative with Least Dollars Spent	<i>The most creative project, activity, programs or materials that generate big impact with few resources expended. Provide the percentage of your unit's annual budget used for this project.</i>
● Multi-Platform Campaign	<i>A campaign that includes three or more disciplines with a unified message. Please provide at least one sample from print, video, social, or some other medium, and at least four samples overall.</i>
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*Revised January 26, 2018*