



# LAMPLIGHTER AWARDS CALL FOR ENTRIES 2021



## RULES & REGULATIONS

### ELIGIBILITY

The competition is open to all public relations and marketing professionals employed by New England healthcare institutions, health plans and agencies. Eligible entries must have been produced and/or completed – including measured results – between October 1, 2019 and January 31, 2021.

### DEADLINES AND COST/PAYMENT

#### FINAL DEADLINE: **Monday, February 15th**

The competition will close on Monday, February 11, 2019 at 11:59 pm with no exceptions. All entries must be completed electronically through the NESHCo Lamplighters system by that time.

#### Early Bird Deadline

**Monday, January 25, 2021 at 11:59 p.m.**

**Members: \$85      Non-Members: \$115**

#### Standard Deadline

**Monday, February 8, 2021 at 11:59 p.m.**

**Members: \$110      Non-Members: \$140**

#### Final Deadline

**Monday, February 15th at 11:59 p.m.**

**Members: \$135      Non-Members: \$165**

Payment is expected at the time of entry. You may pay for all your entries in one payment via secure online credit card processing or with a check. Checks must be mailed with your summary of entries email receipt within two weeks of the deadline date. If checks are not received, it could result in disqualification. Your invoice should be printed once your entry is submitted. A link to your invoice will arrive in your confirmation email as well. [We do not invoice you.](#)

### WHEN WILL AWARDS BE PRESENTED?

The Lamplighter Awards will be awarded in conjunction with the Spring Conference in May 2021.

### DISQUALIFICATIONS

Entries that do not include the required information will be disqualified without notification.

### JUDGING

Each entry is reviewed by two judges who reside outside of New England and who are acknowledged leaders within their field. The same two judges will complete the entire category. Judges are assigned categories based on their professional experience and expertise.

A separate group of five senior-level judges will determine the winner of the Best in New England award.

### PRODUCED IN-HOUSE VS. AGENCY-PRODUCED

The major distinction between in-house and agency-produced entries is where the creative direction for an entry resides. When an advertising, design or PR agency is hired/directed by a client to create and produce a brochure, publication, ad or campaign, and the agency is responsible for the creative concept and execution, the entry should be considered AGENCY-PRODUCED. If a hospital marketing or PR staff member or team conceptualizes a brochure, ad or campaign, creates its content and coordinates its production/execution (even if freelance copywriters, freelance graphic designers, printers and/or mailing houses are hired to execute portions of it), this type of entry is considered PRODUCED IN-HOUSE.

### MEMBER VS. NON-MEMBER RATE

NESHCo reserves the right to bill any non-member who paid the member rate. **[JOIN NOW!](#)**

*If you are questioning your membership status, please contact us at 978-250-9847 or [admin@neshco.org](mailto:admin@neshco.org)*

*Entries become the property of NESHCo and will not be returned.*

## THE CHALLENGE STATEMENT

*This tells the story behind your entry.*

**The information is collected in a series of fields on the online entry form. Below are guidelines for the information that should be included in each field. While there is no character limit in each field, the average word count is 250-300 per section. Please note this word count is a guideline, not a requirement.**

### 1. Situation Analysis

Describe the factors in the marketplace or organization that created the need for this publication/project/campaign, etc. Explain the problem(s) and opportunity(s).

### 2. Statement of Objectives

Provide a specific, detailed explanation of the objectives that guided the development of the publication/project/campaign, etc.

### 3. Program Planning and Strategy

Discuss the techniques, methods, and approaches you used to achieve your objectives and/or solve the problem. Include explanation of strategic and tactical considerations.

### 4. Results Documentation

For entries in Single Item & Series, Campaign and Hybrid categories, provide both quantitative and qualitative documentation of the success of the project, such as inquiries, patient visits, sales generated, press clippings, or positive feedback that demonstrate that you met objectives. The results documentation must contain factual information and should confirm achievement of the set goals. All supporting materials should be uploaded as part of your entry.

### For entries in creative categories (Design/Visual, Photography and Excellence in Writing):

provide qualitative documentation of the success of the project, including all the elements that went into your creative process so that judges can evaluate your entry on how successfully it was executed. What was your original theme/idea? How does the creative work answer the problem/challenge you set out to solve? How is the style of the creative work suited for your target audience? What is unique and memorable about the creative work? What visual and/or emotional experience were you striving to create?

### A note about results documentation for creative categories:

Based on feedback from entrants and judges in recent years, we acknowledge that results in the Design and Excellence in Writing categories are often difficult to quantify, and that these creative categories should be evaluated on more qualitative criteria. Therefore, judges will be advised to evaluate the worth of these entries based on their creative achievement and not solely on actual results/sales/volume increases.

Design category entries, for example, will be judged on the visual craft that conveys brand or product/service line messages in a distinctive way, and takes into consideration relevance to the audience and uniqueness.

In evaluating Excellence in Writing entries, judges will be asked to consider the quality of the writing: is it coherent; does it hold their attention, does it have resonance that stays with them after reading it, and how well does it communicate a strategic message.

Entrants are encouraged to articulate all the elements that went into their creative process so that judges can evaluate their entry on how successfully it was executed.

## UPLOADING YOUR ENTRIES

### All entries must be completed online.

Please go to [www.neshco.org/lamplighter-awards](http://www.neshco.org/lamplighter-awards) for the link to our [entry platform](#).

### STEP 1: Review Your Entrant Form

Create a user profile. You will only have to do this once and all your information will automatically prefill for each of your entries. Multiple people from the same organization may create a profile; HOWEVER, only the actual member will receive the member rate. See the Rules & Regulations for more details.

### STEP 2: Add Entry

**Create each entry individually.** Walk through the steps for each entry you are submitting by using the tabs at the top of the screen before moving on to Step 3. Create an entry by clicking on the Start Entry button. Fill out the entire entry form once for each entry.

**Insert your 50-word summary of your entry.** This is what will be read in the script should your entry win a Gold Lamplighter.

**Complete your Challenge Statement.** This is the meat of your entry and the most important piece.

**Upload your supporting materials.** Supporting materials MUST accompany your entry. Supporting materials are how the judges review your entry. There is a maximum of six supporting documents. Videos should be submitted as a LIVE LINK to YouTube or your website.

**Upload Your Graphic Representation.** Please submit ONE image that you would like to see on screen if your entry wins. **THIS IMAGE MUST BE A JPEG or PNG.** This graphic representation will not be judged.

**List your team members/additional credits.** You will receive up to additional six certificates per entry in addition to the mounted certificate that lists your company/organization. Please list all your team members, vendors, or departments that

participated in the project. You will automatically receive a certificate for the entrant company and/or agency and healthcare organization.

**Add your contact details.** Please enter the contact information for the individual who is responsible if assistance is needed with the entry.

All large files should be simply a LIVE LINK to YouTube or your website for the judges to view. Please upload links in the URL Section. You may also provide live links to your electronic marketing. Please be sure that your links will remain live until the end of June 2020.

### Step 3: Submit Entry

Draft entries may be updated at any time and will not be viewed by judges until they are finalized/submitted. Submit entries by clicking the green "submit entry" button at the bottom of the screen.

### Step 4: Submit Payment

Complete this step only after you have submitted all your entries. You may pay by credit card online or, to pay with a check, select INVOICE. Please download and print your invoice by clicking the INVOICE link on the congratulations screen. A confirmation will be emailed to you along with another link to the invoice.

Checks are due in the NESHCo office within two weeks of the deadline date. If we do not receive your check in time, it could result in disqualification.

### Entry Completion

Follow the step-by-step guidelines carefully and be sure to SUBMIT YOUR ENTRY by the deadline. Entry fees are based on the date of submission.

NESHCo is not responsible for incomplete entries. We are not able to add supporting materials to your entry after you submit your entry. After the deadline, all DRAFT entries will be deleted.

## DESCRIPTION OF CATEGORIES

### SINGLE-ITEM & SERIES DIVISION

#### ADVERTISING

This category includes both paid and public service advertising. You may submit single-item elements of a campaign in these categories, but a separate challenge statement tailored to each entry is **STRONGLY** advised (i.e., do not use your campaign challenge statement verbatim for single-item entries).

##### A. DIGITAL ADVERTISING

Submit screen shots as JPEGs or PDFs. Include analytics as appropriate. All collateral materials must be uploaded. Or upload URL for live ads in URL section.

##### B. OUTDOOR ADVERTISING

Submit color photographs as JPEGs or PDFs. All collateral materials must be uploaded.

##### C. PRINT

Includes single ads or series of ads in newspapers or magazines. Submit PDFs of the original materials. Scans of the clippings may be sent if desired. All collateral materials must be uploaded.

##### D. RADIO

Includes single spot or series. Spots may be 10, 20, 30 or 60 seconds in length. Radio spots should be submitted in URL section as a LIVE LINK to YouTube or your website.

##### E. TELEVISION

Includes single spot or series. Spots may be 30 or 60 seconds in length. TV spots should be submitted in the URL section as a LIVE LINK to YouTube or your website.

#### VIDEO

##### A. VIDEO: SINGLE - PATIENT

Includes a single video of no more than 30 minutes in length. This category recognizes creativity in videography, content and effectiveness in videos that highlight patient engagement, service, satisfaction, commitment

or advocacy efforts on behalf of their healthcare organization or health community.

##### B. VIDEO: SINGLE - PHYSICIAN

Includes a single video of no more than 30 minutes in length. This category recognizes creativity in videography, content and effectiveness in videos that highlight physician engagement, leadership, service and commitment to their healthcare organizations, their patients and their communities.

##### C. VIDEO: SINGLE - OTHER

Includes a single video of no more than 30 minutes in length. This category recognizes creativity in videography, content and effectiveness in videos that highlight leadership, service and commitment to their healthcare organizations and their communities.

##### D. VIDEO: SHORT-FORMAT SERIES

Includes up to four (4) videos of two minutes or less each.

*\*Videos should be submitted in the URL section as a LIVE LINK to YouTube or your website.*

#### CRISIS COMMUNICATIONS

This category recognizes specific crisis situations and unplanned events resolved through the use of public relations techniques. Entrants should outline the challenge, internal or external target audiences involved, and evaluate the effectiveness of public relations strategy in resolving the problem. Examples include medical accidents, investigations, security failures, labor disputes, natural disasters and others. Support materials should accompany the entry and may include newspaper clippings, broadcast stories, letters and other testimony.

#### MEDIA RELATIONS

This category looks specifically at the public relations professional's skill in proactively pitching a story to the media. Entrants should outline

the objective of the pitch, describe how media targets were selected and cultivated and detail all obstacles overcome in the successful pitch. Show how the media story supports the strategic goals of the organization. Describe how you successfully worked with the journalist to secure the story(ies).

If supporting materials were used, they should be included. Support materials may include pitch letters, news releases and other materials used to pitch the journalist. Include a summary of phone conversations with the journalist and editors/producers if necessary. Also include a brief summary describing the scope of the campaign and any documented result (for example: attendance to an event, screening participants, etc.).

### **POTPOURRI**

The potpourri category includes entries that do not qualify for any other category. Entries in this category may not be entered in any other category.

### **PUBLICATIONS**

#### **A. ANNUAL REPORT**

Formats vary. Examples include newspaper supplement, magazine, calendar, electronic annual report, etc. All publications must be uploaded.

#### **B. DIRECT MAIL**

This category includes any publication that targets a specific audience by mail for any purpose including fundraising. Entrants should provide detailed summary results of the direct mail campaign. Results will be paramount in judging. All publications must be uploaded.

#### **C. GENERAL**

Includes patient handbooks, internal & external periodicals, newspaper supplements (other than paid advertising), recruitment literature and one time publications for a specific purpose other than annual reports. All publications must be uploaded.

### **BLOG/VLOG**

A blog/vlog aimed at reaching your organization's patients, staff or community. Include examples of written posts and/or videos. Screen shots will be accepted. Live links should be included as well. Files may be submitted in the URL section as a LIVE LINK to YouTube or your website.

### **SPECIAL EVENTS**

This category recognizes the tremendous team effort on the part of public relations, marketing, and other departments to stage a successful special event such as a groundbreaking ceremony, open house, health fair, fundraisers such as golf tournaments, annual meetings, and more.

Entrants should outline the goals of the event and how they were executed, internal or external target audiences involved, and evaluate the effectiveness of the event in terms of meeting objectives.

Upload all collateral materials such as invitations, brochures, advertising, news releases, press clippings, videos, posters, premiums, and other appropriate pieces.

### **SUCCESS ON A SHOESTRING**

Projects of special merit with a significantly reduced, limited, or shoestring budget will be recognized in this category. Projects appropriate for this category are one-time or first-time initiatives or the continuation of ongoing programs with newly-reduced funding. If the latter, provide this year's and last year's budgets and samples from both years.

### **WEBSITES**

#### **A. WEBSITE**

This category recognizes websites that serve as an organization's primary online presence. Be sure to include the website address (URL). Provide JPEG screen shots of your main page and/or PDF story boards of your website. All collateral materials must be uploaded. This category will NOT be divided by agency produced and produced in house. All entries will be split by

budget only: budget under \$100,000 and over \$100,000. Files may be submitted in the URL section as a LIVE LINK to YouTube or your website.

### **B. MICRO-SITE**

This category recognizes micro-sites created to support a specific initiative such as an event or ad campaign, for example. Be sure to include the website address (URL). Provide JPEG screen shots of your main page and/or PDF story boards of your website. All collateral materials must be uploaded. This category will NOT be divided by agency-produced and produced in-house, or by budget. Files may be submitted in the URL section as a LIVE LINK to YouTube or your website.

### **Healthcare Interrupted: Navigating Challenging Times**

Whether a new competitor entered your market, COVID-19 changed priorities, technology innovations changed delivery of care, or a regulation forced you to do something entirely new, as marketers we are often faced with a challenge at one point or another where best laid plans end up completely transformed. This category can be used to describe a project that initially had one intention but was disrupted by an external/internal force. Use this category to describe how your organization re-imagined a campaign, communication, project or program and what you did to pivot.

## **CAMPAIGN DIVISION**

### **COMMUNITY RELATIONS EVENT / CAMPAIGN**

This category reflects programs developed to reach out to communities in the organization's service territory. This includes programs that target specific audiences and demographics and were developed to build relationships and deliver health information to the community through school programs, senior programs, special events, etc.

Entries in this category may include joint efforts with other hospitals, healthcare providers and community organizations. Entrants should outline the efforts, the objectives, the role of public relations or marketing and the resulting benefits to the community. Support materials should accompany the entry and may include newspaper clippings, broadcast stories, brochures, letters, speeches and other testimony. All collateral materials must be uploaded.

### **CAUSE/SOCIAL MARKETING CAMPAIGN**

This category reflects initiatives developed to increase awareness about a public health issue (e.g., domestic violence), influence legislation, public sentiment or rally support for a cause (advocacy). Entries in this category may include joint efforts with other hospitals, healthcare providers and community organizations. Entrants should outline the efforts, the objectives,

the role of public relations or marketing and the resulting outcome(s) of the initiative. Support materials should accompany the entry and may include newspaper clippings, broadcast stories, brochures, letters, speeches and other testimony. All collateral materials must be uploaded.

### **HEALTH PROMOTION CAMPAIGN**

This award recognizes excellence in promotion of health by honoring campaigns designed to improve the health and wellness of their organization or community through activities, such as marketing, grassroots outreach & community engagement, health education, policy initiatives or public awareness campaigns around health and well-being. Examples may include breast cancer early detection, prostate screening, etc.

### **MARKETING CAMPAIGN – IMAGE/BRANDING**

Includes total marketing efforts of a healthcare facility, satellite facility or major program. Must be described and demonstrated through research, program objectives, strategy to accomplish objectives, implementation, evaluation of the effectiveness of the marketing promotional tools used, and report on current status. All collateral materials must be uploaded. Files may be submitted in the URL section as a LIVE LINK to YouTube or your website.

### **MARKETING CAMPAIGN – SERVICE LINE**

Includes service-line marketing campaigns. Must be described and demonstrated through research, program objectives, strategy to accomplish objectives, implementation, evaluation of the effectiveness of the marketing promotional tools used, and report on current status. All collateral materials must be uploaded. Files may be submitted in the URL section as a LIVE LINK to YouTube or your website.

### **MARKETING CAMPAIGN – NON-SERVICE LINE**

Includes non-service line marketing campaigns. Must be described and demonstrated through research, program objectives, strategy to accomplish objectives, implementation, evaluation of the effectiveness of the marketing promotional tools used, and report on current status. All collateral materials must be uploaded. Files may be submitted in the URL section as a LIVE LINK to YouTube or your website.

### **PROVIDER/EMPLOYEE RECRUITMENT, RETENTION AND REFERRAL GENERATION CAMPAIGN**

This category recognizes full campaigns that specifically target providers and/or employees to recruit them to work at an organization, improve relations with them to enhance retention, or generate leads from referring physicians. These campaigns can include creation of a newsletter and other publications, speaker's bureau, orientation sessions, physician referral service, websites, advertising, outreach programs and more. Entrants should outline the challenge and the effectiveness of public relations/marketing strategy. Files may be submitted in the URL section as a LIVE LINK to YouTube or your website.

### **PUBLIC RELATIONS CAMPAIGN**

Initiative designed to solve a specific problem or to communicate with a specific audience, either internal or external, using multiple tools of communications. This category recognizes the individual practitioner's analytical and creative skills. This can include any program or special project in your organization which your department initiated to address a specific issue and/or audience.

This must be a project that you and/or your department had primary responsibility for executing. Submit a detailed case study outlining the situation, your assessment and analysis of the problem, methods chosen, implementation, evaluation and results. Submit copies of the resulting media coverage — include newspaper clippings, broadcast stories, letters, Web stories and other published materials. Upload URLs for all radio, television or video content. Note: This is for proactive PR pitches only, not crisis communications

### **SOCIAL MEDIA CAMPAIGN**

Provide evidence of how your organization leveraged new or social media technologies/tools such as blogs, wikis, podcasts, pictures, video, vlogs, wall-postings, email, instant messaging, and RSS to communicate and strengthen relationships with target markets, including patients, staff, physicians, community, etc.

All items should be part of a comprehensive campaign. All materials must be uploaded. JPEGs of screen shots will be accepted. Live links should be included as well. Files may be submitted in the URL section as a LIVE LINK to YouTube or your website.



## HYBRID DIVISION

### CONTENT MARKETING

This category recognizes excellence in creating meaningful content experiences and on-brand storytelling that engages new audiences, pursues new opportunities, and shares an organizational vision by distribution, design or editorial efforts.

### ELECTRONIC MARKETING

This category recognizes use of electronic media - i.e., e-mail, e-newsletters and overall e-campaigns - for marketing/public relations purposes. Materials in this category must be PDFs created from the original file for e-use

Include explanation of distribution and rationale behind use of electronic vs. traditional media.

May be one time, or a series of e-pubs or related efforts. Please explain how email list was obtained.

Include tracking data. Electronic Marketing files may be submitted in the URL section as a LIVE LINK to YouTube or your website.

### INTERNAL COMMUNICATIONS

Any communication designed to be sent to hospital staff including employee newsletters, medical staff newsletters, brochures, posters, DVDs, intranets, voice mail, and other pieces used for communicating with staff - whether a one-time event or campaign, or an ongoing series. All files should be uploaded as JPGs or PDFs.

## CREATIVE (VISUAL) DESIGN, WRITING & PHOTOGRAPHY DIVISION

### DESIGN

#### A. LOGO DESIGN

Submit stat copies and examples of logo used on stationery or object for judging. Up-load JPG or PDF of logo and evidence of use.

#### B. PRINTED PIECE DESIGN

May be banners, postcards, calendars or any printed piece including special publications such as special purpose, one-time publication or single issue of an ongoing publication.

Large items that cannot easily be uploaded for viewing may be sent. Please upload a PDF where possible and make note in the comments section that you will be mailing a large item.

### PHOTOGRAPHY

Submit entry in the actual context it was used. For print media, submit photo, accompanied by evidence of use. Commissioned original material only, no syndicated or stock photos.

### EXCELLENCE IN WRITING

#### A. BLOG

An original piece written or commissioned for a healthcare blog or for your own organization's blog. Submissions must be shown in their final state via a screen shot as a JPEG. This category is not for blog design or campaigns. This is for writing only.

#### B. FEATURE ARTICLES

An original piece written or commissioned for a healthcare publication, professional journal, magazine or newspaper. Submissions must be substantially unedited or re-revised. You must provide the publication in which it appeared, as well as the original manuscript, typed, double-spaced. Challenge statement should also include reasons for the article, research involved and any measurable reactions.

#### C. OTHER

Written pieces that do not fit into any of the above categories. Examples include white papers, communications to elected officials, case statements, Op-Ed pieces, brochures, etc.

## ADDITIONAL AWARDS

### OWEN J. MCNAMARA EXCELLENCE IN WRITING AWARD

The McNamara Award is a “best-of-the-best” recognition for writing. The recipient is selected annually from the winners of the NESHCo Lamplighter Awards writing competitions. The award is a tribute to the late Owen J. McNamara, a NESHCo member who, in his career as a newspaper reporter and editor, senior public affairs manager at Boston University’s medical center and author, set the standard for clear, concise yet elegant writing that recognized the audience and context. McNamara also served as a writing mentor to several generations of NESHCo members.

*All award winners in the writing categories are automatically entered.*

*There is no additional cost for this category.*

### BEST IN NEW ENGLAND

The Best in New England Award recognizes the outstanding achievement of a well-planned, exceptionally executed entry. The recipient is selected annually from the top scorers of the NESHCo Lamplighter Awards. The five top-scoring GOLD entries in this year’s contest will re-evaluated by a five-person panel of senior-level judges who determine which entry deserves the recognition as the Best in New England.

*The five top-scoring GOLD entries are automatically entered.*

*There is no additional cost for this category.*

