

CALL FOR ENTRIES
DEADLINE: AUG. 20, 2009



**AMERICAN GAMING ASSOCIATION
COMMUNICATIONS AWARDS**

The Voice of gaming communications – the AGA Communications Awards – are your opportunity to be recognized for outstanding financial, corporate and marketing communications in gaming. Winners in the 16 categories will be honored with the **Gaming Voice Award**.

COMMUNICATIONS AWARDS

Who is eligible?

Any association or company involved in the casino, lottery or pari-mutuel industries, including casino operators and properties, manufacturers, suppliers and vendors and/or tribal/government agencies. Only bricks-and-mortar companies are eligible for the Web site category.

What is eligible?

An entry is eligible if publicly distributed, placed or aired between **September 2008 and August 2009**. All live Web sites are eligible regardless of launch date. Entries submitted to a previous Communications Awards contest are not eligible.

Will my entry be returned?

All entries become property of the American Gaming Association and will not be returned.

Why do I submit multiple copies of each entry?

Each judge needs to receive a copy of the entry, and typically these judges are in geographically diverse areas. One copy is designated for the Communications Awards archive and the other serves as a backup in case a copy is lost or destroyed.

Where can I find a list of past Gaming Voice award winners?

A list of past Gaming Voice award winners can be found at www.americangaming.org/events/communications_awards.

How are the entries judged?

Judges evaluate each entry on its own merit, scoring it on a scale of 1-5 (1 being poor and five being excellent) using set criteria. One prize will be awarded to the entry in each category with the highest average score, compiled from each judge on the panel (except in cases of a tie).

What is the entry fee?

\$50 for the first entry, \$25 for each additional entry

- Please make check or money order payable to the American Gaming Association. Visa and MasterCard also are accepted. Entry fees are non-refundable.
- Entries will not be sent to the judges if proper payment is not included at the time of entry.

Contact Brian Lehman at (202) 552-2680 or blehman@americangaming.org with any questions.

ENTRY CATEGORIES

The following are entry categories with descriptions and criteria for the 2009 AGA Communications Awards.

1. 2008 Annual Report: Publications that report on a company or organization's annual performance. Submit **eight hard copies** of the publication with a one-page entry summary, as well as one electronic version on CD-ROM (see submission requirements for details).

Criteria: A jury of financial and design experts will evaluate all text, graphics, charts, design and financial information. These elements will be reviewed for clarity, innovation, creativity, forthrightness and cohesiveness.

2. Corporate Social Responsibility Publication: Publications designed, written and published to communicate an organization's corporate social responsibility programs regarding diversity, responsible gaming, community involvement, charitable giving, social causes or other relevant topics. Submit **five hard copies** of the publication with a one-page entry summary, as well as one electronic version on CD-ROM (see submission requirements for details).

Criteria: A jury of public relations experts will evaluate all content and design elements. These elements will be reviewed for clarity, innovation, creativity, forthrightness, effectiveness and cohesiveness.

3. Customer Publication: Publications (magazine or newsletter) designed, written and published periodically to provide brief and timely information for customers while supporting a company's overall objectives. Submit **six hard copies** of one issue with a one-page entry summary, as well as one electronic version on CD-ROM (see submission requirements for details).

Criteria: A jury of marketing experts will evaluate all text, photos, design and information. These elements will be reviewed for clarity, innovation, creativity, forthrightness, effectiveness and cohesiveness.

4. Employee Publication: Publications designed, written and published periodically to provide brief and timely information for employees while supporting a company's overall objectives. Submit **six hard copies** of one issue with a one-page entry summary and one electronic version on CD-ROM (see submission requirements for details).

Criteria: A jury of marketing experts will evaluate all text, photos, design and information. These elements will be reviewed for clarity, innovation, creativity, forthrightness, effectiveness and cohesiveness.

5. Web site: Online communications that promote a bricks-and-mortar company or an aspect of that company. Entries must be live internal, external or extranet Web sites. To submit an entry, include the Web site's URL on the entry form — as well as access information if submitting a password-protected site — along with **six copies** of a one-page summary.

Criteria: A jury of Web site design experts will evaluate entries for strategic focus, content, navigation and design. These elements will be reviewed for clarity, consistency, innovation, forthrightness, resourcefulness and cohesiveness.

6. Direct mail: Communications designed to solicit a specific, immediate response from a target audience. Entries can be a single piece or a campaign. Submit **six copies** of each entry with a one-page entry summary, as well as one electronic version on CD-ROM (see submission requirements for details).

a) Direct mail single piece: A single mailing designed to solicit a specific, immediate response from a target audience.

b) Direct mail campaign: Multiple (no less than two, no more than six on a related concept) mailings designed to solicit a specific immediate response from a target audience.

Criteria: A jury of direct mail marketing experts will evaluate all text, photos, design and information. These elements will be reviewed for cohesiveness, clarity, innovation, relevance, creativity and effectiveness.

7. Print Advertisement: Printed communications that promote a company or organization, or an aspect of that company or organization. Submit **six copies** of each entry with a one-page entry summary, as well as one electronic version on CD-ROM (see submission requirements for details).

a) Single ad: Individual magazine or newspaper ad, full page in size, any number of colors, appearing in a general consumer or trade print publication.

b) Ad campaign: Multiple (no less than two, no more than six on a related concept) magazine or newspaper ads, full page in size, any number of colors, appearing in a general consumer or trade print publication.

Criteria: A jury of advertising and marketing experts will evaluate all text, photos, design and information. These elements will be reviewed for clarity, innovation, relevance, creativity and effectiveness.

8. Outdoor Advertisement: Printed communications appearing on an outside display that promote a company, organization, or an aspect of that company or organization. Submit **six copies** of each entry, as well as one electronic version on CD-ROM (see submission requirements for details).

a) Single ad: Individual ad produced for an outdoor venue (e.g., billboard)

b) Ad campaign: Multiple (at least two, no more than six on a related concept) ads produced for an outdoor venue (e.g., billboard)

Criteria: A jury of advertising and marketing experts will evaluate all text, photos, design and information. These elements will be reviewed for clarity, innovation, relevance, creativity and effectiveness.

9. Broadcast Advertisement: Broadcast communications that promote a company or organization, or an aspect of that company or organization.

a) Television: Individual TV commercial. Submit **six copies** of each entry on a separate DVD with a one-page entry summary (see submission requirements for details).

b) Radio: Individual radio commercial. Submit **six copies** of each entry on a separate CD with a one-page entry summary (see submission requirements for details).

Criteria: A jury of advertising and marketing experts will evaluate all audio and visual aspects (if applicable), including script, musical accompaniment, design and direction. These elements will be reviewed for clarity, innovation, relevance, creativity and effectiveness.

10. Web Advertisement: Online advertisements that promote a bricks-and-mortar company or an aspect of that company that were designed specifically to appear on a Web site. Submit **six copies** of each entry either as a screen shot or Web page along with a one-page entry summary (see submission requirements for details).

Criteria: A jury of advertising and marketing experts will evaluate all text, photos, design and information. These elements will be reviewed for clarity, innovation, relevance, creativity and effectiveness.

11. Multi-format Ad Campaign: Comprehensive advertising campaign consisting of some combination of broadcast, outdoor, print or Web pieces. At least two ad formats must be included to qualify for this category. Submit **six copies** of each entry with no longer than a two-page summary, as well as one electronic version on CD-ROM (see submission requirements for details).

Criteria: A jury of advertising and marketing experts will evaluate all text, photos, design and information of print pieces, and all audio and visual aspects (if applicable) including script, musical accompaniment, design and direction of broadcast pieces. These elements will be reviewed for cohesiveness, functionality, clarity, innovation, relevance, creativity and effectiveness.

12. Communications Campaign: Comprehensive public affairs/public relations/ communications campaign or initiative seeking to advance public or employee awareness and/or understanding of an issue. Submit a synopsis of the campaign or initiative that is no longer than five pages in length and includes the following sections:

- Situation Overview
- Objectives
- Strategy
- Tactics/Execution
- Evaluation of Success/Results

Submit **six copies** of each entry, including the synopsis and all supporting campaign materials (which may include advertisements, toolkits, newsletter articles, brochures or other collateral pieces, speeches, letters to the editor, op-eds or other education tools), as well as one electronic version on CD-ROM (see submission requirements for details).

Criteria: A jury of public relations experts will evaluate all campaigns and supporting materials. Campaigns will be reviewed based on the contents of the campaign synopsis and the effectiveness of the effort to meet desired goals, as well as the cohesiveness, functionality, clarity, innovation, relevance, creativity and effectiveness of the campaign and its supporting materials.

SUBMISSION REQUIREMENTS

Please follow all instructions. Failure to meet submission requirements may disqualify you from the competition.

PREPARING YOUR ENTRY

- a. Annual Report and publication entries:** Submit in a pocket folder. Also include in the folder a completed entry form and a one-page summary of your entry. **Eight** copies of each annual report entry package, **six** copies of each publication entry package and **five** copies of each corporate social responsibility publication entry package must be submitted. **Each copy of the entry should be in its own folder.** In a pocket of one copy of your entry, include a CD-ROM with high-resolution files of the cover art and other key pages (e.g., the center spread) that would be used in a video presentation of Communications Awards finalists if selected. Label the CD-ROM and case with the entry name and submitting company. Your folder should be free of lettering, labels, drawings, etc.
- b. Web site entries:** Submit in a pocket folder. The entry package should contain your entry form and a one-page summary. The one-page summary should include the Web site URL and any access information if submitting a password protected site. **Six** copies of each entry package must be submitted. **Each copy of the entry should be in its own folder.** Your folder should be free of lettering, labels, drawings, etc.
- c. Web advertisement entries:** Submit in a pocket folder. The entry package should contain your entry form and a one-page summary. Entries should contain a printed version of the ad as it appeared on a Web site. If the ad contains animation, a DVD of the ad should be included with each copy of the entry. **Six** copies of each entry package must be submitted. **Each copy of the entry should be in its own folder.** In the pocket of one copy of your entry, include a CD-ROM with a high-resolution version of your submission that will be used in a video presentation of Communications Awards finalists if selected. Label the CD-ROM and case with the entry name and submitting company. Your binder should be free of lettering, labels, drawings, etc.
- d. Print, outdoor and direct mail entries:** Submit in a hardcover, three-ring binder. The pieces should appear in full color and be placed in clear sheet protectors. Preceding your entry in the binder, include a completed entry form and a one page summary of your entry. **Six** copies of each entry package must be submitted. **Each copy of the entry should be in its own binder.** In the pocket of one copy of your entry, include a CD-ROM with a high-resolution version of your submission that will be used in a video presentation of Communications Awards finalists if selected. Label the CD-ROM and case with the entry name and submitting company. Your binder should be free of lettering, labels, drawings, etc.
- e. Broadcast television entries:** Submit on a DVD in a pocket folder. Include in the folder a completed entry form and a one-page summary of your entry. **Six** copies of each entry package must be submitted. **Each copy of the entry should be in its own folder.** One entry per DVD. Label the DVD and case with the entry name and submitting company. Your folder should be free of lettering, labels, drawings, etc.
- f. Broadcast radio entries:** Submit on a CD in a pocket folder. No audio cassettes will be accepted. Also include in the folder a completed entry form and a one-page summary of your entry. **Six** copies of each entry package must be submitted. **Each copy of the entry should be in its own folder.** One entry per CD. Label the CD and case with the entry name and submitting company. Your folder should be free of lettering, labels, drawings, etc.
- g. Multi-format ad campaign entries:** Submit print pieces in a hardcover, three-ring binder. The pieces should appear in full color and be placed in clear sheet protectors. Attach to the binder a DVD with any TV spots and/or a CD with any radio spots. Preceding the print entries in the binder, include a completed entry form and an entry summary that is no longer than two pages. If your entry does not include print pieces, submit your entry form and summary in a pocket folder. **Six** copies of each entry package must be submitted. **Each copy of the entry should be in its own binder.** In the pocket of one copy of your entry, include a CD-ROM with high-resolution files of your print pieces that would be used in a video presentation of Communications Awards finalists if selected. Label the CD-ROM and case with the entry name and submitting company. Your binder/folder should be free of lettering, labels, drawings, etc.
- h. Communications campaign entries:** Submit print pieces in a hardcover, three-ring binder. The pieces should appear in full color and be placed in clear sheet protectors. Attach to the binder a DVD with any TV spots and/or a CD with any radio spots. Preceding the print entries in the binder, include a completed entry form and a campaign synopsis that is no longer than five pages. Topics to include in the synopsis can be found in the category description. **Six** copies of each entry package must be submitted. **Each copy of the entry should be in its own binder.** In the pocket of one copy of your entry, include a CD-ROM with high-resolution files of your print pieces that would be used in a video presentation of Communications Awards finalists if selected. Label the CD, DVD and CD-ROM and their cases with the entry name and submitting company. Your binder should be free of lettering, labels, drawings or logos.

OTHER INFORMATION

The entry summary included with each submission should be typed with the entry name and submitting company at the top of the page, followed by the category and sub-category, if applicable. If you are submitting multiple entries, indicate the entry number (e.g., 1 of 2) Indicate if the entry has been altered from its original form and specify the intended medium of display/distribution (e.g., billboard, poster, etc). The brief statement should address your entry's objective, audience and, if applicable, results. Limit summaries to one page with the exception of multi-format ad campaign entries, which should not exceed two pages and must include an itemized list of submissions by name. Campaign synopses for the communications campaign category should be no longer than five pages and include the five sections mentioned in the category description.

A copy of the entry summary must be included with each copy of the entry.

High resolution files accompanying all printed submissions should be in EPS, Illustrator, TIFF or Photoshop format, preferably at print resolution (300 dpi) but must be at least greater than screen resolution (1024 x 768 at 150 dpi).

The entry form should include the main category as well as the subcategory name (e.g. "direct mail" and "direct mail single piece").

Send entry with payment by mail to:

AGA Communications Awards
1299 Pennsylvania Avenue, N.W.
Suite 1175
Washington, DC 20004.

Entry Fees can be paid by check or money order, made payable to the American Gaming Association, or by Visa or MasterCard.

The deadline for submitting entries is August 20, 2009.

SAVE THE DATE NOV. 18, 2009

A luncheon and awards presentation honoring Gaming Voice award winners will be held Wednesday, Nov. 18 at the Las Vegas Convention Center as part of Global Gaming Expo's (G2E) Same Suit Marketing Luncheon.

JUDGES

Mike Allen

Creative Director
Craig Jackson & Partners

Sherry Amos

President
Sherry Amos and Associates

Richard Anderson

Managing Director
The Torrenzano Group

Ed Armstrong

President
Arista Advertising Inc.

Tom Augustine

President
Minds On, Inc.

Jon Betts

President/Creative Director
Glows in the Dark Studios

Mark Bradley

CEO
Players Network

Linda Dove

Senior Vice President
American Association
of Advertising Agencies

Frank Fantini

Editor and Publisher
Fantini's Gaming Report

Ellen Field

Executive Vice President of
Health and Social Marketing
Porter Novelli

Jeffrey Goldberg

Associate Publisher/Advertising
Director
Contemporary Media, Inc.

Tom Goodwin

Principal
Step One Communications

Jake Lefebure

Creative Director
Design Army

Mary Loftness

President
Profitable Customers

Rossi Ralenkotter

President and CEO
Las Vegas Convention
and Visitors Authority

Steve Richer

Public Affairs Advocate
National Tour Association

Susan Ridge

Vice President/Communications
National Federation of
Independent Business

Marvin Roffman

President
Roffman Miller Associates, Inc.

John Romero

President
John Romero Direct Marketing

Alan Silver

Director of the Casino Resort
Management Program
Tulane University

Maureen Siman

Vice President, Marketing
Atlantic City Convention
& Visitors Authority

David Simmons

President
LongRiver Entertainment Group

Will Sims

Assistant Professor,
School of Mass Communications
Virginia Commonwealth University

Lianco Talamantes

Creative Director
District Design Group

ENTRY FORM

ENTRY DEADLINE IS AUGUST 20, 2009

Make copies for multiple entries. Each entry must have its own form.

<input type="text"/>
CATEGORY
<input type="text"/>
SUBCATEGORY
<input type="text"/>
WEB SITE URL (if applicable)

<input type="text"/>
ENTRY TITLE
<input type="text"/>
ENTRY # OF

Awards will be produced based on the information provided below. Please be complete and accurate. We will notify you of receipt of your entry by e-mail. We will also notify you in this manner if your entry has been selected as a finalist.

Organization for Which the Entry was Produced

<input type="text"/>
ORGANIZATION
<input type="text"/>
NAME
<input type="text"/>
TITLE
<input type="text"/>
COMPANY
<input type="text"/>
ADDRESS
<input type="text"/>
CITY/STATE/ZIP
<input type="text"/>
PHONE
<input type="text"/>
FAX
<input type="text"/>
E-MAIL

Assisting Agency or Consulting Firm (if any)

<input type="text"/>
AGENCY/FIRM
<input type="text"/>
ADDRESS
<input type="text"/>
CITY/STATE/ZIP
<input type="text"/>
PHONE
<input type="text"/>
E-MAIL

Credits (Creative talent on the project)

<input type="text"/>
NAME/TITLE
<input type="text"/>
NAME/TITLE
<input type="text"/>
NAME/TITLE
<input type="text"/>
DATE THIS ENTRY FIRST APPEARED OR WAS USED
<input type="text"/>
SIGNATURE OF ENTRANT
<input type="text"/>
DATE

FEES

\$50 for the first entry, \$25 for each additional entry.

Entries will not be sent to the judges if proper payment is not included at the time of entry.

PAYMENT

Mail entry with payment to arrive no later than August 20, 2009 to:

AGA Communications Awards
1299 Pennsylvania Avenue, N.W., Suite 1175
Washington, DC 20004

Make checks payable to the
American Gaming Association.

METHOD OF PAYMENT

Check/money order enclosed

Visa MasterCard

\$	<input type="text"/>
AMOUNT CHARGED	
<input type="text"/>	<input type="text"/>
ACCOUNT NUMBER	EXP. DATE
<input type="text"/>	
NAME ON CARD	
<input type="text"/>	
SIGNATURE	