

# Call for Entries



DEADLINE:  
FEBRUARY 1<sup>st</sup>

## 2010 ASHPE AWARDS 10<sup>TH</sup> ANNUAL COMPETITION

*Recognition of  
Excellence and Achievement  
by Healthcare Publication Editors*



An ASHPE award honors the best of the best in the healthcare publication field. It is a prestigious achievement — both professionally and personally — for editors and their publications, and is a recognizable sign of excellence.

This awards competition is open to business editors and graphic artists working for general healthcare business publications, both print and online. Some healthcare-related custom publications (e.g., those produced for a specific trade association) are also eligible to compete. Publications sponsored by vendors (e.g., pharmaceutical or insurance companies) or that promote specific products are ineligible.

The American Society of Healthcare Publication Editors is pleased to present this year's competition...

# ASHPE 2010 COMPETITION CATEGORIES

## PUBLICATION

### ◆ PUBLICATION OF THE YEAR: MAGAZINE / NEWSLETTER

**ASHPE's Premier Award!** Submit three consecutive issues of a publication that demonstrate continuity of: overall excellence in editorial content, use of staff, graphics presentation, goal attainment, and service to the readers.

### ◆ BEST CUSTOM PUBLICATION

Submit three consecutive issues of a regularly-scheduled (minimum 4 times per year) publication produced under contract for a healthcare trade association or similar organization. Judged on overall editorial excellence.

### ◆ BEST NEW PUBLICATION

Submit the debut issue and one other complete issue of a start-up publication that carries a 2009 cover date.

### ◆ BEST PUBLICATION REDESIGN

Submit three consecutive issues in this order: the issue immediately prior to the redesign launch, the first redesign issue (must be 2009 cover date) and the issue immediately following the redesign.

### ◆ BEST SINGLE ISSUE: MAGAZINE / NEWSLETTER

Submit one issue from your regular publishing cycle that demonstrates the best qualities of your publication (no supplements or special theme issues).

### ◆ BEST SPECIAL SUPPLEMENT / ANNUAL / BUYER'S GUIDE

Submit a supplement, buyer's guide or annual that was distributed to your regular circulation but published separately.

## GRAPHICS

### ◆ BEST COVER: COMPUTER-GENERATED

Submit a cover that applies computer-generated use of photography and/or illustration to support the issue's primary editorial focus.

### ◆ BEST COVER: ILLUSTRATION

Submit a cover that uses original illustration—not computer-generated—to support the issue's primary editorial focus.

### ◆ BEST COVER: PHOTO

Submit a cover that uses photography in support of the issue's primary editorial focus.

### ◆ BEST OPENING PAGE / SPREAD: COMPUTER-GENERATED

Submit an entry that demonstrates the use of computer-generated graphics and typography that complements the article.

### ◆ BEST OPENING PAGE / SPREAD: PHOTO

Submit an entry that demonstrates the use of photography and typography that complements the article.

### ◆ BEST OVERALL USE OF GRAPHICS

Submit one complete issue in a manila envelope. Graphics must be integrated into the editorial content and judging is based on how well the layout supports the text to deliver relevant and substantive information.

### ◆ BEST BLOG <sup>NEW!</sup>

Entry should feature original commentary as well as interactive elements, such as feedback, links, video, and other Web-based content.

### ◆ BEST DIGITAL PUBLICATION <sup>NEW!</sup>

Entry should demonstrate the interactive capabilities of a Web-based publication, integrating print, digital and online features.

### ◆ BEST E-NEWSLETTER

Entry should demonstrate overall editorial excellence in a regularly published electronic newsletter. Submit the URL of the e-newsletter.

### ◆ BEST ONLINE NEWS SECTION

Entry should be a stand-alone department or significantly expanded version of a print publication's news section demonstrating reporting and news writing skills.

### ◆ BEST WEBSITE <sup>NEW!</sup>

Entry should demonstrate overall excellent editorial content and balance, graphic design, and interactive features that engage an active community.

## ONLINE

## EDITORIAL

### ◆ BEST CASE HISTORY

Submit a complete article about how a single organization identified a problem and applied management techniques and/or technology to solve it. Editorial initiative, quality of writing, use of sources and value to the reader will be judging criteria.

### ◆ BEST FEATURE ARTICLE

Submit one complete feature article—including all jump pages—that demonstrates editorial initiative as well as multi-faceted writing and reporting skills. Use of illustration and graphics to support the editorial content is a plus, but the focus is on the writing.

### ◆ BEST FEATURE ARTICLE SERIES

Entry should investigate a topic from its various aspects. Series should have run in several issues of a publication throughout the year and carry an identifying logo or flagging. Submit all pertinent articles in their entirety.

### ◆ BEST HOW-TO ARTICLE

Submit one complete article, or series, on a single topic that walks a reader through the necessary steps to perform or be knowledgeable about a particular activity or subject. Concise writing should make it clear for the reader to apply the process described.

### ◆ BEST LEGISLATIVE / GOVERNMENT ARTICLE

Submit one complete article that demonstrates initiative, reporting and analysis/interpretation by an editor(s) pertaining to legislative or government developments of importance to the readership.

### ◆ BEST NEWS SECTION

Submit three examples of a complete, regularly appearing news section, covering a variety of topics.

### ◆ BEST ORIGINAL RESEARCH

Submit a single article that is based on independent and original research conducted by the publication's staff.

### ◆ BEST PROFILE

Submit one complete article that focuses on a single individual, organization or company; should offer readers an incisive look at background, strategies and philosophy which are relevant to them.

### ◆ BEST REGULAR COLUMN: STAFF-WRITTEN

Submit three examples of a column that appears regularly and is written by a member of the publication's staff; should involve commentary or interpretation on an issue pertinent to the publication's readers. Do not submit straight news or signed editorials.

### ◆ BEST REGULAR COLUMN: CONTRIBUTED

Same as entry requirements for "Best Regular Column: Staff Written"; however, this category applies to a non-staff contributor.

### ◆ BEST REGULAR DEPARTMENT

Submit three examples—from separate issues—of an entire department that appears regularly (minimum 4 times per year).

### ◆ BEST SIGNED EDITORIAL

Submit a bylined commentary or opinion written by a staff editor.

### ◆ BEST SINGLE NEWS ARTICLE

Submit one complete news article that demonstrates initiative, reporting and analysis by an editor(s).

### ◆ BEST SPECIAL REPORT / SPECIAL SECTION

Submit a complete example of a staff-written, single-subject special report/section appearing in the body of a single issue of a publication. The special report/section must be identified as such.

# ASHPE 2010 COMPETITION ENTRY FORM

SUGGESTION : Download an online editable entry form from [www.ashpe.org](http://www.ashpe.org). Using this form will enable you to copy/paste duplicate information while easily changing or adding the variable information. Be sure to proof before submitting!

COMPLETE ALL INFORMATION

## PUBLICATION CATEGORIES

- Publication of the Year (check one)
  - Magazine  Newsletter
- Best Custom Publication
- Best New Publication
- Best Publication Redesign
- Best Single Issue (check one)
  - Magazine  Newsletter
- Best Special Supplement, Annual or Buyer's Guide

## GRAPHICS CATEGORIES

- Best Cover: Computer-Generated
- Best Cover: Illustration
- Best Cover: Photo
- Best Opening Page / Spread: Computer-Generated
- Best Opening Page / Spread: Photo
- Best Overall Use of Graphics

## ONLINE CATEGORIES

- Best Blog
- Best Digital Publication
- Best E-Newsletter
- Best Online News Section
- Best Website

## EDITORIAL CATEGORIES

- Best Case History
- Best Feature Article
- Best Feature Article Series
- Best How-To Article
- Best Legislative / Government Article
- Best News Section
- Best Original Research
- Best Profile
- Best Regular Column: Staff-Written
- Best Regular Column: Contributed
- Best Regular Department
- Best Signed Editorial
- Best Single News Article
- Best Special Report / Section

Company Name: \_\_\_\_\_

Publication Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_

Telephone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Title of Entry: \_\_\_\_\_

Issue Date(s): \_\_\_\_\_

Name(s) to appear on award (no titles): 1. \_\_\_\_\_

2. \_\_\_\_\_ 3. \_\_\_\_\_

4. \_\_\_\_\_ 5. \_\_\_\_\_

\$70.00 Entry Fee: ASHPE Member Rate (Contact Person must be a 2010 Member)

\$85.00 Entry Fee: Non-Member Rate

Join ASHPE or renew membership and include the \$70 Membership Fee

Amount Due for this Entry: \$ \_\_\_\_\_ (itemize total fees for all entries being submitted, below)

Grand Total: # Entries \_\_\_\_\_ x Rate \$ \_\_\_\_\_ + Memb. Fee \$ \_\_\_\_\_ = \$ \_\_\_\_\_

Payment:  Check # \_\_\_\_\_ (payable to: ASHPE)  AMEX  VISA  MC

Credit Card Number: \_\_\_\_\_

Exp. Date: \_\_\_\_\_ Auth. Signature: \_\_\_\_\_

*(Payment by check is preferred; but if paying by credit card, for your privacy, please put credit card number on **original** entry form only.)*

In 200 words-or-less, outline: a) the publication's mission / audience, b) the intent of the entry as it relates to this respective category submission, and c) the significance to the readers.

STATEMENT

SEND TO: ASHPE Competition Management, 1314 Sharonbrook Drive, Twinsburg, OH 44087, Phone: 330-487-0344  
 DEADLINE: Entries must be postmarked by Monday, February 1, 2010

# ◆ ASHPE 2010 COMPETITION ◆

## INSTRUCTIONS

- ◆ **ALL CATEGORIES.** Complete the Entry Form in its entirety. Entries must be typed. Suggestion: Download an online editable entry form from [www.ashpe.org](http://www.ashpe.org). Using this form will enable you to copy and/or paste duplicate information while easily changing or adding the variable information. Be sure to proof before submitting! The “Statement” portion is a very important element for the judges, so be clear, concise, and informative.
- ◆ **PUBLICATION, EDITORIAL & ONLINE CATEGORIES.** These entries are sent to two or more judges; therefore, submissions in these categories need to include two complete SETS (each with its own manila envelope) of the following items: the completed Entry Form—securely adhered to the **outside front** of the manila envelope, the entry itself placed inside the manila envelope (simply cross out any irrelevant text/graphics/jump pages from article submissions — no binders or acetate protectors), then lastly, attach the original copy of the Entry Form to the check OR include credit card information. **Total copies needed per submission are: three copies of the Entry Form and two copies of the actual entry.**
- ◆ **GRAPHICS CATEGORIES.** For graphics entries, a panel of professionals meet together at one time to judge these; therefore, only one copy of the entry is required (must be on black, matte, mounting/foam core board—not poster board—with a 2” maximum border; mount spreads side by side). Securely adhere a copy of the Entry Form to the back. The original copy of the Entry Form needs to be attached to the check OR include credit card information. **Total copies needed per submission are: two copies of the Entry Form and one copy of the actual entry.**



## RULES / FREQUENTLY ASKED QUESTIONS

- ◆ Deadline: entries must be postmarked (not received, but postmarked) no later than **Monday, February 1, 2010**.
- ◆ Entries must have a 2009 issue date (or if part of a series, the majority need to be in 2009).
- ◆ Submitting multiple entries in a single category is permitted, and is a common practice with this competition.
- ◆ Entrants may **not** submit the same material in more than one category, with the exception of:
  - the same item **can** be entered in both an editorial and a graphics category
  - one part of a series **can** be entered in a single category
  - the issue that contains an entry **can** also be entered in one of the Publication categories
  - one of the three issues submitted for “Publication of the Year” **can** also be entered as a “Best Single Issue” entry.
- ◆ Checks, **the preferred payment method**, should be made payable to: ASHPE. If entering more than one submission and/or membership fee, **please submit one check to cover all fees**. Note: there is a \$30.00 fee for returned checks.
- ◆ If paying by credit card, simply put the credit card number on the **original** Entry Form (for your privacy, don’t put it on the copies that get attached to the actual entries).
- ◆ Upon winning an award, the “Contact Person” on the Entry Form will be notified by mail (typically in mid-May).
- ◆ For all categories, especially the “Best Custom Publication,” publications sponsored by vendors or companies advocating specific products or services (e.g., pharmaceuticals, insurance groups) are not eligible and will be disqualified without a refund.
- ◆ Submissions in the ONLINE category do not require a manila envelope if all information is included on the Entry Form. Provide a URL that includes all interactive links that relate to your specific competition entry. **Important note:** If a password or profile is required for entrance to your site, one must be provided for the judges — **they will not create their own log-in**.
- ◆ ASHPE will not be held responsible for spelling errors (on awards or otherwise) due to illegible/incorrect information.
- ◆ Upon entering, you agree to the following: I am a staff member or a contributing writer/editor of a U.S.-based healthcare publication (magazine, newsletter, online). I understand that all entries become the property of ASHPE, and that ASHPE reserves the right to post winning entries on their website and/or any promotional or membership materials. I understand that the decision of the judges is final and that no liability whatsoever will be held against ASHPE or its agents. I understand that entries not meeting all of the requirements will be rejected, and that all fees are non-refundable.



*The American Society of Healthcare Publication Editors is dedicated to enhancing the knowledge and skills of healthcare publication editors, and thereby expanding their value and contribution to the publications they serve.*

*The Society is committed to:  
fostering the highest ethical standards in management; rewarding excellence in publication development and editorial performance; and serving as an authority on evolving trends in the healthcare publishing sector.*

**Questions? Contact ASHPE at 330-487-0344 or [info@ashpe.org](mailto:info@ashpe.org).**