



GOLDEN ADVOCATE AWARDS

“Groundbreaking.” “Visually arresting.” “Creative.”

Those were just some of the critical accolades showered upon the AMC show *Mad Men* when it burst onto the small screen in 2007.

Do those terms describe your own work? Then it's time to collect some honors yourself. You're invited to present your best healthcare marketing, advertising and public relations projects for recognition in the prestigious 2011 Golden Advocate Awards competition presented by HPRMA, the Healthcare Public Relations and Marketing Association of Southern California.

In season four of *Mad Men*, Don Draper won a Clio Award – but over the years Southern California healthcare marketing and communication professionals have taken home hundreds of Golden Advocate Awards recognizing their skill, excellence and creativity. Now's the time to showcase your talents, see how your work measures up to other professionals in the area, and go for the gold!



Since 1958, HPRMA has been the leading organization for Southern California's healthcare communicators, and the Golden Advocate Award continues to be the measure of the very best in healthcare marketing and public relations. You don't need to be an HPRMA member to enter – but if you join now, you'll get a break on your membership and entry fees. See the Fees Form for details on how you can sign up as a member today.



ENTRY CATEGORIES

CATEGORY A: ADVERTISING

Paid mass media advertising. Submit print ad(s) on tear sheet(s) or reprints; radio ad(s) on CD; TV/cable ad(s) on DVD; outdoor advertising by color photograph(s) or printouts of artwork.

- A1:** Multi-media campaign: 2 or more ads in 2 or more media
- A2:** Newspaper campaign: 2-3 ads in a series
- A3:** Magazine campaign: 2-3 ads in a series
- A4:** Radio campaign: 2-3 ads in a series
- A5:** Outdoor campaign: 2-3 ads in a series (billboard, transit or bus shelter)
- A6:** TV campaign: broadcast or cable ads, 2-3 ads in a series
- A7:** Single newspaper ad
- A8:** Single magazine ad
- A9:** Single radio spot
- A10:** Single TV/cable spot
- A11:** Single outdoor item (billboard, transit or bus shelter)
- A12:** Unique print advertising: bellybands, wraps, bags, etc.
- A13:** Non-traditional marketing tactic: coffee sleeves, sidewalk ads, etc.
- A14:** Professional recruitment advertising

CATEGORY B: COLLATERAL MATERIAL

Printed materials designed to reach a specific audience and achieve a specific result.

- B1:** Folded brochure or single sheet
- B2:** Multi-page brochure
- B3:** Annual report
- B4:** Poster
- B5:** Invitation
- B6:** Calendar
- B7:** Special one-time books or booklets
- B8:** Point-of-purchase or other display materials
- B9:** Exhibits: show exhibits, booths, etc.
- B10:** Patient handbook
- B11:** Imprinted materials: t-shirts, hats, pens, mouse pads, etc.
- B12:** Other: misc. collateral, kits, special promotional materials

CATEGORY C: AUDIO VISUAL/ ELECTRONIC COMMUNICATIONS

Audio, video, PowerPoint or interactive presentation used for sales, training, promotion or fundraising. Submit on standard CD or DVD.

- C1:** Internal video production
- C2:** External video production
- C3:** Video news release
- C4:** Satellite event
- C5:** Computer-based presentation: PowerPoint or CD
- C6:** Other: kiosks, special audio presentations, etc.

CATEGORY D: ONLINE COMMUNICATIONS

In the summary, please include the Website's URL address and screen shots or print copies of key Web pages. Sites must be viewable by standard Web browsers. Include CD with applicable files.

- D1:** Website: new or redesigned Website
- D2:** New Web technologies: podcasts, Webcasts, RSS feeds, animation, etc.
- D3:** Collaborative tools: social media, blogs, wiki or other interactive tool
- D4:** Intranet
- D5:** E-zines, Internet newsletters
- D6:** Web advertising: streaming or banner ads
- D7:** E-mail promotion

CATEGORY E: COMMUNITY RELATIONS

Program aimed at benefiting the community or to improve relations between an organization and its neighbors.

CATEGORY F: CORPORATE IDENTITY

Logo/trademark design for organization, program or service.

CATEGORY G: DIRECT MAIL

Any printed materials designed to reach a specific audience by mail and elicit a measurable direct response.

- G1:** Direct mail campaign: 2 or more direct mailers or packages in a series
- G2:** Single direct mailer or package

CATEGORY H: MARKETING PROGRAM

Combination of strategies and tactics to achieve a specific marketing goal or goals. Include supporting materials.

- H1:** Overall facility/company marketing program
- H2:** Ongoing program or service marketing program
- H3:** New program, service or facility/company launch

CATEGORY I: MEDIA RELATIONS

Program focused on obtaining media coverage. Must include media relations component and may include PSAs, pitch letters, press releases, media kit and/or VNRs. Must include copies of media coverage obtained

CATEGORY J: PUBLICATIONS

Periodical publication published at least two times a year; submit two consecutive issues

- J1:** Internal newsletter
- J2:** External newsletter
- J3:** Internal magazine
- J4:** External magazine

CATEGORY K: PUBLIC RELATIONS CAMPAIGN

Program focused on solving a public relations problem, informing the public or contributing to the public good.

- K1:** Community/Public
- K2:** Employee/Physician
- K3:** Crisis Communications
- K4:** Business/Investors
- K5:** Government
- K6:** Other

CATEGORY L: SPECIAL EVENT

An activity centering on a product launch, open house, anniversary, special celebration or other event.

CATEGORY M: WRITING

- M1:** Press release
- M2:** Speech
- M3:** Pitch letter
- M4:** Feature article
- M5:** White paper
- M6:** Website/e-mail
- M7:** Print advertising
- M8:** Direct mail
- M9:** Other

CATEGORY N: MULTICULTURAL MARKETING

Any marketing campaign that incorporates a multilingual and/or multicultural approach. Narrative should include any specialized concerns, sensitivities to the culture, and specific needs and goals that might have been different due to the targeted market.

CATEGORY Z: GREAT WORK THAT NEVER SAW THE LIGHT OF DAY

The ad that a board member killed at the last minute, a logo that reminded someone of a donut grease spot, the direct mail campaign that got lost between marketing VPs, the tagline that vaporized because the communications director didn't write it herself. You get the point. Submit your favorite work that will never be seen, read or heard by its intended audience. Obviously, your entry form won't have much to say about results. Just give us a great story about why it never saw the light of day.

ACKNOWLEDGEMENTS:

HPRMA would like to thank all of our sponsors for their generous and continued support of the Golden Advocate Awards. Silver Sponsors: Krames StayWell, ViaMedia Bronze Sponsors: FiftyX, Titan, Lasting Impression Promotional Products, Tribune Newspapers, Whittier Mailing Service



PREPARING YOUR ENTRY

Complete and include with each entry

ENTRY REQUIREMENTS:

The Golden Advocate competition is open to consumer or business-to-business healthcare marketing and PR work completed and released between January 1 and December 31, 2011. Agencies, hospitals, healthcare systems, health-related organizations and freelance professionals, as well as bio-tech, pharmaceutical and medical device companies are eligible to compete in each category.

JUDGING

Entries will be judged on concept, creativity and technical skill, as well as results and effectiveness. Some categories may not receive awards if judges determine the entries do not merit recognition. Entries will be judged by a panel of experienced creative directors, writers, PR practitioners and marketing strategists from agencies, healthcare organizations, consulting firms and/or professional trade associations in California. Judges reserve the right to disqualify entries or to re-categorize them into the proper entry category. All decisions are final.

AWARDS

Golden Advocate, Silver Advocate and Bronze Advocate awards can potentially be won in each category.

PREPARING YOUR ENTRY

You may submit as many entries as you want in any category. Enter as many categories as you like. An entry may be submitted in more than one category, **but separate entry forms and fees will be required**. Entries not following the described format may be disqualified. For assistance in preparing your entry, contact HPRMA at (714) 647-2430.

WHAT TO PREPARE

- > A completed Entry Form **MUST** be included with each and every **INDIVIDUAL** entry.
- > If entering the same project in two or more different categories, each category must have a separate entry, complete with separate collateral and accompanying materials.
- > Submit your entry in a 1" binder (or larger if needed). Oversized entries **MUST** be reduced, photographed or photocopied to fit.
- > Send all entries together in one box or package, if possible.
- > Include one completed Fee Form and payment for all entries, together.
- > Prepare your Entry Form carefully. Be sure it is filled out completely. Be sure to designate the correct category or subcategory. Place the Entry Form in front of your submissions.
- > See Entry Form for complete detailed instructions on how to complete your entry.

HOW TO PREPARE

Submit your entry in a 1" or larger binder **ONLY**. Include the Entry Form. Oversized entries **MUST** be reduced, photographed or photocopied to fit.

Each entry binder should contain the following items, in the order shown:

1) Entry Form: Prepare your Entry Form carefully. Be sure it is filled out completely. Be sure to correctly identify the entering organization. Be sure to designate the correct category or subcategory. Include a one-sentence description of your entry. The Entry Form must be the first item in the binder. Be sure to indicate the wording for the award, if it is different from the entering organization or individual.

2) Fee Form: Include **ONE** completed Fee Form (see reverse side) and payment for **ALL** entries. If submitting multiple entries, include a photocopy of the fee form with each entry, immediately behind the Entry Form.

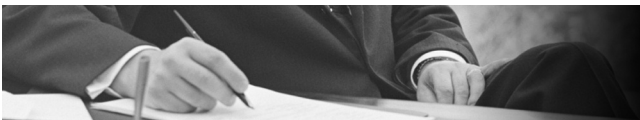
3) Narrative: After the Fee Form, include a brief narrative (no longer than two pages) addressing the following:

- Entrant's name and organization
- Category number and category name of entry
- Title of project or entry
- Statement of problem or opportunity
- Goals and objectives of the project
- Target audience
- Strategy/rationale for doing it the way you did
- Budget or total quantity/cost per piece for printed materials (not including fees/salaries), where applicable.
- Results evaluation - **be specific**; either quantitative or qualitative is acceptable
- A different CD for **each entry**, which includes related media files (see #4, below) as needed for the awards presentation.

Be thorough when writing your narratives – our judges rely more on the narrative description of your project – and the results! – than any other component when judging your entry!

4) Collateral and Recording Media: In addition to any printed collateral (original pieces if possible; reduce oversized artwork to 8 1/2" x 11") or CD/DVDs of **full-length** recordings, **please also provide** one JPEG or PDF file of your collateral entry on one labeled CD for each entry; or (for A/V entries) one MPEG-1, MPEG-4 or WMV files **ONLY**, no longer than 30 seconds, for use in the award presentation, should your entry be an award winner.

Lastly, send all entries together in one box or package, if possible.



ENTRY FORM

Complete and include with each entry

SAVE THE DATE AND CELEBRATE!

The awards will be presented at the Golden Advocate Awards luncheon on Wednesday, April 25, 2012, 11:30 a.m. to 2:30 p.m. at the Rio Hondo Golf Club in Downey. Sign-ups for the luncheon will begin in mid-March – details to come! Winners will be notified so you can invite your clients and colleagues.

DEADLINE

Early Bird Deadline: Friday, February 24, 2012

Final Entry Deadline: Friday, March 2, 2012

No entries will be accepted after March 2, 2012

WHERE TO SEND YOUR ENTRY

Send your entries, the completed Entry Forms, and payment with the Fee Form to:

**Attention: Kirk McDonald, Marketing & Communications
Providence Saint Joseph Medical Center
501 S. Buena Vista Street
Burbank, CA 91505**

Delivery address phone number is (818) 847-3320

For questions regarding awards submissions, call: (714) 647-2430.

DON'T FORGET

Complete the Fee Form on the reverse side indicating the TOTAL number of entries and amount due. Submit your entries, CDs, the entry fee form and a check for the amount due by the entry deadline.

**Please print or type. Make copies of the Entry Form for additional entries.
Or download them from the HPRMA Website at www.hprma.org.**

You must include the entry form as the cover page with each entry submitted. Note: Entries will not be returned.

Category Number: _____ Category name: _____

Project Title: _____

One sentence description of your entry: _____

Entrant's Name: _____

Organization: _____

Address: _____

City, State, Zip: _____

Business Phone: () _____ e-mail: _____

If chosen as a winner, please indicate below the wording for the award. If no wording is indicated below, Entrant's Name and Organization (from above) will be used:

Name(s): _____

Organization: _____

Duplicate awards can be ordered following the Golden Advocate Awards event.

FEE FORM

Combine all entry fees and pay together

ENTRY FEE FORM

Clip and complete the entry form. Calculate the sum of all entries and costs.

Place this form along with your payment immediately behind the Entry Form in your completed entry package.

BECOME A MEMBER AND SAVE \$15 PER ENTRY!

Individual membership in HPRMA is \$125 annually, with a one-time \$25 administrative fee. As a special Golden Advocates offer, we will waive the one-time \$25 fee if you join HPRMA as part of your Golden Advocates submission package – **a savings on both the entry fees and on your membership.** After signing up below and sending in your payment, an HPRMA representative will be in touch to confirm your membership details.

Entrant's Name: _____

Entrant's Organization: _____

Early bird members: each entry is \$65 before 2/24/2012 (\$85 after 2/24/2012)

Early bird non-members: each entry is \$80 before 2/24/2012 (\$100 after 2/24/2012)

Total number of entries

Awards Submission Entries – Members	_____ @ \$ _____	sub total \$ _____
Awards Submission Entries – Non-Members	_____ @ \$ _____	sub total \$ _____
Discounted Annual HPRMA Individual Membership	_____ @ \$125	sub total \$ _____
Individual HPRMA Member Luncheon Tickets	_____ @ \$75	sub total \$ _____
Individual Non-Member Luncheon Tickets	_____ @ \$85	sub total \$ _____
		TOTAL DUE: \$ _____

Please indicate your luncheon entrée selections

	Beef	Fish	Vegetarian
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Make checks payable to: HPRMA – or – Pay by credit card (MC/Visa/Amex)

Name on Credit Card: _____

Card Number: _____

Expiration Date: _____

CVV/Security Code #: _____

Authorized Signature: _____

**Early bird deadline is by 5 p.m. on Friday, February 24, 2012.
All entries must be received by 5 p.m. on Friday, March 2, 2012.
No entries will be accepted after March 2, 2012.**

Send entries Attention: Kirk McDonald, Marketing & Communications
Providence Saint Joseph Medical Center, 501 S. Buena Vista Street, Burbank, CA 91505