



## 2012 Affiliate Communications Competition

All PPA affiliate editors and webmasters are invited to participate in the 2012 Affiliate Communications Competition. This competition is designed to encourage excellence in affiliate publications (newsletters and websites) and to recognize the individuals who spend their time and energy editing, designing and maintaining these publications to keep members informed.

Entries must be received at PPA no later than **Friday, February 24, 2012**. If you have additional questions, please contact PPA at (800) 339-5451, ext. 226, or email [awijesinghe@ppa.com](mailto:awijesinghe@ppa.com).

### Recognition

- Each entry that is accepted into the competition will earn an achievement merit for its respective editor/webmaster, if that editor/webmaster is a PPA member.
- Each winning entry (First Place, Second Place, Third Place, and Honorable Mention) will earn an additional achievement merit for its respective editor/webmaster, if that editor/webmaster is a PPA member.

### Categories

1. Printed publication of more than 12 pages, published at least 3 times a year.
2. Printed publication of 12 or fewer pages, published at least 3 times a year.
3. Printed publication with overall dimensions that are smaller than a regular magazine size.
4. Publication posted online or attached to an email at least 3 times a year.
5. E-newsletter distributed in the body of an email at least 3 times a year.
6. Website designed exclusively for a PPA affiliate group.

### How to Determine Entry Category

- Number of pages should count the front and back of each page independently and include covers.
- A regular magazine size is around 8 ½ x 11 inches (think of *Professional Photographer* magazine). If your publication has smaller dimensions (similar to that of an 8 ½ x 11 page folded in half), enter in Category 3, regardless of your page count.
- If a publication is attached to an email (i.e., in .pdf format), then choose Category 4.
- If an e-newsletter is actually sent within the body of the email (like many PPA emails), it should be in Category 5.



## **Competition Rules**

1. Only publications of associations affiliated with Professional Photographers of America can be submitted for the competition. Newsletters must be edited, compiled, and controlled by the entrant(s). Websites must be designed and maintained by the entrant(s).
2. **For Categories 1-5:** Three different issues of the newsletter (or enews), meeting the following criteria, must be submitted (if possible, please send 3 copies of each issue as well):
  - All three issues must be edited by the same editor prior to the entry deadline.
  - No previously submitted issues are allowed.
3. **For Category 6:** URL must be provided on the entry form.
4. All entries must be identified by category. Judges may reclassify entries for the benefit of the entrant.
5. An official entry form, properly completed, must accompany the entry. You may copy or email the entry form.
6. Entry forms (and entries) for Categories 4, 5, and 6 may be submitted via email.
7. All entries must be received by **Friday, February 24, 2012.**
8. No entries will be returned.
9. The decision of the judges is final.
10. If a publication or website is co-edited (or designed and maintained by more than 1 person), all involved parties may receive name recognition. However, only one editor/webmaster may receive merits for any entry.
11. Merits will only be awarded to editors/webmasters who are active PPA members.
12. Due to the lack of bilingual judges, please provide an English translation of each entry.

## **Bases for Awards**

Publications will be judged on:

1. **Editorial Content** (40%)
  - A. Does the publication contain interesting, informative, helpful information?
  - B. (Categories 1-5) Do the publication's news-oriented stories cover who, what, when, where, why and how in a concise, grammatically correct manner? Is there evidence of editorial enterprise in obtaining stories? Are headlines appropriate to the story content?
  - C. (Category 6) Is the site easily navigable and grammatically correct?
2. **Overall Appearance** (20%)
  - A. Is there evidence of good planning in the layout?
  - B. Are white space and other graphic tools used effectively?
  - C. (Categories 1-5) Are headlines used effectively and consistently?
  - D. (Category 6) How well does the site maintain the viewer's interest?
3. **Service to Association Members** (40%)
  - A. Does the publication inform membership of the policies and programs of the association?
  - B. Does the publication provide a sufficient amount of news about members?
  - C. Does the publication show evidence of being for the good of the members as well as the good of the association?



## 2012 Affiliate Communications Competition

Entrant's Name \_\_\_\_\_  
PPA Number (if applicable) \_\_\_\_\_  
Studio \_\_\_\_\_  
Street Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ ZIP Code \_\_\_\_\_  
Phone Number \_\_\_\_\_  
Fax Number \_\_\_\_\_  
Email Address \_\_\_\_\_

PPA Affiliate Group (please spell out) \_\_\_\_\_

Category of Entry (check one)

Competition judges maintain the authority to move your publication to another category, if appropriate.

- 1 \_\_\_\_\_  
2 \_\_\_\_\_  
3 \_\_\_\_\_  
4 \_\_\_\_\_  
5 \_\_\_\_\_  
6 \_\_\_\_\_ (URL: \_\_\_\_\_)

**(For Categories 1-5)**

Newsletter Name \_\_\_\_\_  
Number of Issues Produced Annually \_\_\_\_\_  
Average Circulation \_\_\_\_\_

Return completed form (and 3 issues of publication if applicable) to:

PPA  
Attn: Affiliate Communications Competition  
229 Peachtree St., Suite 2200  
Atlanta, GA 30303

Online and e-newsletter entries (Categories 4 and 5) and websites (Category 6) may be submitted on CD or emailed to: [awijesinghe@ppa.com](mailto:awijesinghe@ppa.com). (Email and online links are preferable.)

Deadline for entry is **February 24, 2012**. Winners will be notified by email.