



## “EXCELLENCE IN COMMUNICATION” CRITERIA & CATEGORIES

NAPMW invites you to submit your entries in any of the categories for outstanding communication products. Enter as many categories as you like: submit your best of the best.

### **Recognition Received**

“Excellence in Communication” certificates of achievement are NAPMW’s way of paying tribute to the work you do as a communicator. Winners will be recognized and receive their certificates at the “Awards Luncheon” at the May, 2010 Conference.

### **Eligibility**

Local Association or Region communication products that were completed between June 1, 2009 and March 31, 2010 are eligible for competition.

### **Entry Deadline**

Entries must be received on or before Monday, April 1, 2010. Send entries by e-mail to [tij4463@yahoo.com](mailto:tij4463@yahoo.com)

### **Electronic entries**

Entries must be submitted via e-mail with the exception of the Membership Directory. Entries must be attachments to e-mails **BUT MUST BE IN A FORMAT that is easily opened by commonly used software, i.e., Word (no Publisher).** A copy of the “Official Entry Form” that is included in this notice must be one page of the attachment so that all pertinent information is available to the judges. Please enter EXCELLENCE IN COMMUNICATION & name of category entered in subject line of the e-mail.

### **Entry Requirements**

1. With e-mail entries, only one (1) copy of each entry is required – no multiple copies are needed. Distribution of entries to the judges will be made by a designated NAPMW representative.

- One (1) copy of Official Entry Form must be included with e-mail for each category entered.
  - The relevant entry materials from your Association/Region listed under each category.
2. Any entry that does not meet all of the submission requirements may be disqualified.
  3. Make sure each item in your entry includes your Association’s name and the category number
  4. All entries become the property of NAPMW.

### **What The Judges Will Look For**

The judges will look at each entry to determine:

- How well defined and measurable are the goals and objectives of the entry?
- How well entry meets its stated objectives.
- Does the format effectively transmit the information to its target audience?
- Does the entry show imagination/creativity, innovation, or originality of concept?
- What is the overall quality, excellence, and professionalism of the entry?

### **For More Information.....**

Questions? Contact (800) 827-3034 or write to us at [tij4463@yahoo.com](mailto:tij4463@yahoo.com).

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## CATEGORY 1

### **Overall Local Newsletter**

Recognizes the best Local Association newsletter. Entries will be judged on content, writing, design/layout, reproduction quality, and success in meeting stated objectives. **What to submit:** One copy from the period for June 1, 2008 – May 31, 2009 and one copy from the period for June 1, 2009 – March 31, 2010 with a copy of the Official Entry Form included. Entries should be submitted via e-mail to: [tij4463@yahoo.com](mailto:tij4463@yahoo.com)

## CATEGORY 2

### Most Improved Local Newsletter

Recognizes the Local Association newsletter that has shown the most significant improvement during the year. Entries will be judged on content, writing, design/layout, reproduction quality, degree of improvement and success in meeting stated objectives. **What to submit:** One (1) copy of your local's newsletter published between June 1, 2008 and May 31, 2009, and one (1) copy of your newsletter published between June 1, 2009 and March 31, 2010 with a copy of the Official Entry Form attached to each copy. Entries should be submitted via e-mail to: [tjl4463@yahoo.com](mailto:tjl4463@yahoo.com)

## CATEGORY 3

### Overall Region Newsletter

Recognizes the best Region newsletter. Entries will be judged on content, writing, design/layout, reproduction quality, and success in meeting stated objectives. **What to submit:** One copy from the period for June 1, 2008 – May 31, 2009 and one copy from the period for June 1, 2009 – March 31, 2010 with a copy of the Official Entry Form included. Entries should be submitted via e-mail to: [tjl4463@yahoo.com](mailto:tjl4463@yahoo.com)

## CATEGORY 4

### National News Coverage

Recognizes the Local Association newsletter that best keeps its members informed of National news, National or Region changes, and/or events that affect the mortgage industry. Entries will be judged on consistency of coverage and accuracy of news. **What to submit:** One copy from the period for June 1, 2008 – May 31, 2009 and one copy from the period for June 1, 2009 – March 31, 2010 with a copy of the Official Entry Form included. Entries should be submitted via e-mail to: [tjl4463@yahoo.com](mailto:tjl4463@yahoo.com)

## CATEGORY 5

### Feature Writing, Educational

Recognizes the best education article that appeared in a Local Association's newsletter or on a Local Association's website. The entry should address a topic of concern to the Association. Entry must be an original article – does not include news stories, editorials, Q&A interviews, columns, or departments. Entries will be judged on

effectiveness in communicating purposes, development of theme, overall writing quality, and success in meeting stated objectives. **What to submit:** One (1) copy of the article published between June 1, 2009 and March 31, 2010; one (1) copy of the newsletter (unless published on website) in which the article appeared as proof of publication and one copy of the Official Entry Form. Entries should be submitted via e-mail to: [tjl4463@yahoo.com](mailto:tjl4463@yahoo.com)

## CATEGORY 6

### Membership Directory

Recognizes the best directory of membership published by a Local Association. Entries will be judged on content, organization, effectiveness of use, design/layout, and success in meeting the stated objectives. **What to submit: This is the only category where entry must be submitted in hard copy.** **Submit:** Three (3) copies of the directory published between June 1, 2009 and March 31, 2010 with a copy of the Official Entry Form attached to each copy and send to NAPMW, 3105 Pepper Grass Trail, Cedar Park, TX 78613 with e-mail notice to [tjl4463@yahoo.com](mailto:tjl4463@yahoo.com) that hard copies are being submitted.

## CATEGORY 7

### Marketing/Promotion Piece

Recognizes the best marketing or promotion piece of a Local Association, including membership recruitment materials, general meeting announcements, "Yellow Pages" advertisements, blast faxes, postcards, voice mail scripts, seminar brochures, Services & Resources project posters and flyers, etc. Entries will be judged on effectiveness of message, writing, design/layout, and success in meeting stated objectives. **What to submit:** One (1) copy each of the piece published between June 1, 2009 and March 31, 2010 with a copy of the Official Entry Form attached to each copy. Entries should be submitted via e-mail to: [tjl4463@yahoo.com](mailto:tjl4463@yahoo.com)

## CATEGORY 8

### Web Site

Recognizes the best web site of a Region or Local Association. Entries will be judged on content, writing, design/layout, originality, and success in meeting stated objectives. **What to submit:** Website address, password if access to site is restricted and an Official Entry Form.



## “EXCELLENCE IN COMMUNICATION” Official Entry Form

**Use one entry form for each category entered. Make sure a copy of this form is included with the e-mail entry. Make as many copies of the form as you wish.**

*Category for this submission* – Please check only one category on this form. Use a separate form for each category entered.

- |   |  |
|---|--|
| <input type="checkbox"/> 1. Overall Local Newsletter<br><input type="checkbox"/> 2. Most Improved Local Newsletter<br><input type="checkbox"/> 3. Overall Region Newsletter<br><input type="checkbox"/> 4. National News Coverage | <input type="checkbox"/> 5. Feature Writing, Educational<br><input type="checkbox"/> 6. Membership Directory<br><input type="checkbox"/> 7. Marketing/Promotion Piece<br><input type="checkbox"/> 8. Web Site:<br>Web Site Address _____ |
|---|--|

Please answer the following questions. If a questions does not apply to your entry, please mark “n/a”. Additional remarks may be typed on a separate sheet of paper and attached to this entry form.

**Objectives of entry and how they relate to the goals and mission of the organization:**

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**Target Audience:** \_\_\_\_\_

**Specific results, showing how objectives were met:** \_\_\_\_\_

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Submitted by: \_\_\_\_\_ Title \_\_\_\_\_

Local Association – NAPMW \_\_\_\_\_

Address \_\_\_\_\_

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

Business Phone: (\_\_\_\_) \_\_\_\_\_ E-mail Address: \_\_\_\_\_

Official Entry Form and submission materials must be received by **March 31, 2010!**  
**TIME IS SHORT SO THERE CAN BE NO EXCEPTIONS TO THE DEADLINE DATE!**

Mail to: NAPMW “Excellence in Communication” Competition  
 c/o Candace M. Smith, CMI, CME  
 3105 Pepper Grass Trail  
 Cedar Park, TX 78613

Phone: (800) 827-3034

e-mail: [tjl4463@yahoo.com](mailto:tjl4463@yahoo.com)