

2019 LOUISIANA HOSPITAL ASSOCIATION PELICAN AWARD CATEGORIES & CRITERIA

If you have questions about any category, contact Michelle Clement at (225) 928-0026 or mclement@lhaonline.org.

PUBLICATIONS (Print and Electronic will be judged together in this category.)

1. Annual Report – Print and Electronic – Two judging divisions:
 - 1A. Production cost of \$7,000 or less
 - 1B. Production cost greater than \$7,000
 - Formats vary. Examples include newspaper supplement, magazine, electronic annual report, etc.
 - All publications must be uploaded on the “Uploads” tab. Electronic or video annual reports may be submitted in the URL field on the “Uploads” tab as a LIVE LINK to YouTube or your website.
 - Factoring Your Costs: For the purposes of this awards program, production costs include the direct costs of producing the entry, not its distribution. You must include the costs of advertising agencies, consultants, freelancers, photographers, etc.; printing; and materials required for production. Production costs do not include hospital or health system staff time or distribution costs for postage, mailing services, advertising placement, etc. You are not required to put the entry’s exact cost in your summary.

2. External Periodical – Print and Electronic – Two judging divisions:
 - 2A. Production cost per issue of \$5,000 or less
 - 2B. Production cost per issue greater than \$5,000
 - Examples: Newsletters and magazines
 - Issued at periodic intervals, distributed primarily outside the healthcare facility.
 - Special Note: Upload two consecutive issues for judging on the “Uploads” tab.
 - Factoring Your Costs: For the purposes of this awards program, production costs include the direct costs of producing the entry, not its distribution. You must include the costs of advertising agencies, consultants, freelancers, photographers, etc.; printing; and materials required for production. Production costs do not include hospital or health system staff time or distribution costs for postage, mailing services, advertising placement, etc. You are not required to put the entry’s exact cost in your summary.

3. Internal Periodical – Print and Electronic – Two judging divisions:
 - 3A. Production cost per issue of \$500 or less
 - 3B. Production cost per issue greater than \$500
 - Examples: Newsletters and magazines
 - Issued at periodic intervals and distributed primarily within the healthcare facility.
 - Special Note: Upload two consecutive issues for judging on the “Uploads” tab.
 - Factoring Your Costs: For the purposes of this awards program, production costs include the direct costs of producing the entry, not its distribution. You must include the costs of advertising agencies, consultants, freelancers, photographers, etc.; printing; and materials required for production. Production costs do not include hospital or health system staff time or distribution costs for postage, mailing services, advertising placement, etc. You are not required to put the entry’s exact cost in your summary.

PUBLICATIONS CONTINUED

4. Brochure or Other Print Publication – Print and Electronic – Two judging divisions:
 - 4A. Production cost of \$2,500 or less
 - 4B. Production cost greater than \$2,500
 - This category includes online or print brochures and any similar publications that do not fit into other publication categories.
 - All publications must be uploaded on the “Uploads” tab. Online brochures may be submitted in the URL field on the “Uploads” tab as a LIVE LINK to YouTube or your website.
 - Factoring Your Costs: For the purposes of this awards program, production costs include the direct costs of producing the entry, not its distribution. You must include the costs of advertising agencies, consultants, freelancers, photographers, etc.; printing; and materials required for production. Production costs do not include hospital or health system staff time or distribution costs for postage, mailing services, advertising placement, etc. You are not required to put the entry’s exact cost in your summary.

WRITING

5. Writing – Three judging divisions:
 - 5A. Internal Writing - original piece written for employee/physician audience
 - Upload the piece in the “Uploads” tab as support material.
 - 5B. External Writing - original piece written for all other audiences
 - Upload the piece in the “Uploads” tab as support material.
 - 5C. Advertising Writing - copy used in an advertisement
 - In the “Upload” tab, upload the ad in which the copy appears as support material. May include Word or PDF file copy of the text as well.

PUBLIC RELATIONS

6. Public Relations Project/Campaign – Four judging divisions:
 - 6A. Created by an agency - 150 Beds or Less
 - This category includes any public relations project/campaign produced exclusively for the entrant’s hospital. Any entry that an advertising, design or PR agency either collaborated on or produced the materials in part or as a whole, should be considered an AGENCY-PRODUCED entry.
 - 6B. Created by an agency - More Than 150 Beds
 - This category includes any public relations project/campaign produced exclusively for the entrant’s hospital. Any entry that an advertising, design or PR agency either collaborated on or produced the materials in part or as a whole, should be considered an AGENCY-PRODUCED entry.
 - 6C. Created by in-house staff - 150 Beds or Less
 - The creative work must have been developed and written in-house without an agency or consultant. Entries that were produced in-house but that may have used freelance staffers is considered PRODUCED IN-HOUSE.
 - 6D. Created by in-house staff - More Than 150 Beds
 - The creative work must have been developed and written in-house without an agency or consultant. Entries that were produced in-house but that may have used freelance staffers is considered PRODUCED IN-HOUSE.

PUBLIC RELATIONS CONTINUED

7. Handling of Media Relations Issues/Crisis Communications – One judging division:
 - This category looks specifically at the public relations professional's skill in proactively pitching a story to the media, or dealing with a specific crisis situations and unplanned events resolved through the use of public relations techniques.
 - If media relations, Support Materials may include pitch letters, news releases and other materials used to pitch the journalist. Include a summary of phone conversations with the journalist and editors/producers if necessary. Also include a brief summary describing the scope of the campaign and any documented result (for example: attendance to an event, screening participants, etc.)
 - If Crisis Communications, Support Materials may include newspaper clippings, broadcast stories, letters and other testimony.
 - For either, files may be submitted in the "Uploads" tab. For large files, a URL may be submitted in the URL field on the "Uploads" tab as a LIVE LINK to YouTube or your website.
8. Employee Relations Campaign – One judging division:
 - Any public relations campaign produced exclusively for the hospital's employees.
9. Public Relations Project for a Healthcare-Related Organization (Non-Hospital, LHA Member Organization, e.g. Corporate and Associate Members) – One judging division:
 - Any public relations/marketing project produced exclusively for the entrant's healthcare organization that focuses on promoting their organization or a healthcare-related issue, including public health campaigns, is eligible.

RURAL HOSPITAL

10. Best PR Project for a Rural Hospital (60 Beds or Less) – One judging division:
 - This category includes any public relations project/campaign produced exclusively for a rural hospital.
11. Best Marketing Project for a Rural Hospital (60 Beds or Less) – One judging division:
 - This category includes any marketing project/campaign produced exclusively for a rural hospital.

PRESENTATION

12. Presentation to Internal/External Audience (Video, Print or Electronic) – Two judging divisions:
 - 12A. Production cost of \$5,000 or less
 - 12B. Production cost greater than \$5,000
 - Judges will take into account quality lost in the duplication process.
 - AV presentations should be submitted in the URL field on the "Uploads" tab as a LIVE LINK to YouTube or your website.
 - Factoring Your Costs - For the purposes of this awards program, production costs include the direct costs of producing the entry, not its distribution. You must include the costs of advertising agencies, consultants, freelancers, photographers, etc.; printing; and materials required for production. Production costs do not include hospital or health system staff time or distribution costs for postage, mailing services, advertising placement, etc. You are not required to put the entry's exact cost in your summary.

SPECIAL PURPOSE MATERIAL

13. Logo – Two judging divisions:
 - 13A. 150 Beds or Less
 - 13B. More Than 150 Beds
 - Upload a JPG or PDF of logo and example(s) of logo used on stationery or object for judging.
14. Invitation or Card – Two judging divisions:
 - 14A. 150 Beds or Less
 - 14B. More Than 150 Beds
 - Upload a JPG or PDF copy of invitation/card. If two sided, include copies of both sides.
15. Specialty Item – Two judging divisions:
 - 15A. 150 Beds or Less
 - 15B. More Than 150 Beds
 - Specialty Items include t-shirts, hats, pens, mouse pads, calendars, etc. Depending on type of item, Support Material can include a photo of the item.

EVENTS

16. Events – Four judging divisions:
 - 16A. Internal Audience - 150 Beds or Less
 - 16B. Internal Audience - More Than 150 Beds
 - 16C. External Audience - 150 Beds or Less
 - 16D. External Audience - More Than 150 Beds
 - This category recognizes the tremendous team effort on the part of public relations, marketing, and other departments to stage a successful special event such as a groundbreaking ceremony; open house; health fair; fundraisers, such as golf tournaments; annual meetings; and more.
 - Entrants should outline the goals of the event and how they were executed, external target audiences involved, and evaluate the effectiveness of the event in terms of meeting objectives.
 - Upload collateral materials such as invitations, brochures, advertising, news releases, press clippings, videos, posters, premiums, and other appropriate pieces (limit 6).
 - TV/Video files, if any, may be submitted in the URL field on the “Uploads” tab as a LIVE LINK to YouTube or your website.

ADVERTISING

17. Radio – One judging division:
 - Includes single spot or series.
 - Spots may be 10, 20, 30, 45 or 60 seconds in length.
 - Radio spots may be submitted by uploading an mp3 or submitting a LIVE LINK to YouTube or your website in the URL field on the “Uploads” tab.
18. Print Advertising – Four judging divisions:
 - 18A. Single Ad - 150 Beds or Less
 - Submit a PDF of the ad as it appeared in newspapers, magazines, etc.
 - 18B. Single Ad - More Than 150 Beds
 - Submit a PDF of the ad as it appeared in newspapers, magazines, etc.
 - 18C. Campaign - 150 Beds or Less
 - Submit PDFs of two or more ads in a series as they appeared in newspapers, magazines, etc.
 - 18D. Campaign - More Than 150 Beds
 - Submit PDFs of two or more ads in a series as they appeared in newspapers, magazines, etc.

ADVERTISING CONTINUED

19. Television Advertising – Four judging divisions:

19A. Single Ad - 150 Beds or Less

- Any television advertisement (10, 20, 30 or 60 seconds in length) produced exclusively for the entrant's hospital is eligible.
- Includes single spot.
- The TV spot must be submitted in the URL field on the "Uploads" tab as a LIVE LINK to YouTube or your website.

19B. Single Ad - More Than 150 Beds

- Any television advertisement (10, 20, 30 or 60 seconds in length) produced exclusively for the entrant's hospital is eligible.
- Includes single spot.
- The TV spot must be submitted in the URL field on the "Uploads" tab as a LIVE LINK to YouTube or your website.

19C. Campaign - 150 Beds or Less

- Two or more television advertisements in a series (10, 20, 30 or 60 seconds in length) produced exclusively for the entrant's hospital is eligible.
- Two or more TV spots must be submitted in the URL field on the "Uploads" tab as a LIVE LINK to YouTube or your website.

19D. Campaign - More Than 150 Beds

- Two or more television advertisements in a series (10, 20, 30 or 60 seconds in length) produced exclusively for the entrant's hospital is eligible.
- Two or more TV spots must be submitted in the URL field on the "Uploads" tab as a LIVE LINK to YouTube or your website.

20. Outdoor – Four judging divisions:

20A. Billboard -150 Beds or Less

- Submit color photographs of the billboard as JPEGs or PDFs.

20B. Billboard - More Than 150 Beds

- Submit color photographs of the billboard as JPEGs or PDFs.

20C. Other Outdoor - 150 Beds or Less

- Category includes posters, signage, bus boards, benches, etc.
- Submit color photographs as JPEGs or PDFs.

20D. Other Outdoor - More Than 150 Beds

- Category includes posters, signage, bus boards, benches, etc.
- Submit color photographs as JPEGs or PDFs.

21 Digital Advertising Campaign – One judging division:

- This category includes online marketing campaigns using multiple elements that show outstanding usage of online media in promotion of brands, events, services, etc. In order to count as a campaign, the entry must include three or more forms of electronic advertising, including banner ads, electronic billboards, etc. On the "Criteria" tab, include explanation of distribution and rationale behind use of electronic vs. traditional media. Include tracking data, if available.

22. Social Media Advertising – One judging division:

- This category includes any form of online advertising using social networking sites.

ADVERTISING CONTINUED

23. Email Marketing – One judging division:

- This category includes marketing a message promoting a service, product or event directly to a group of people using email.

24. Direct Mail – Two judging divisions:

24A. Direct Mail - 150 Beds or Less

24B. Direct Mail - More Than 150 Beds

- Any piece that targets a specific audience for any purpose, including fundraising, and reaches the audience by mail is eligible.
- A sample (or photo) of the direct mail piece must be uploaded.
- Entrants should provide a detailed summary of the results of the direct mail campaign on the “Criteria” tab. Results will be paramount in judging.

25. Advertising Campaign – Four judging divisions:

25A. Agency - 150 Beds or Less

- Any advertising campaign produced exclusively for the entrant’s hospital by an agency that includes advertising in more than one medium is eligible. Any entry that an advertising, design or PR agency either collaborated on or produced the materials in part or as a whole should be considered an AGENCY-PRODUCED entry.
- Radio may be uploaded as an mp3, and television spots and other visual support may be submitted in URL field on the “Uploads” tab as a LIVE LINK to YouTube or your website. Submit color photographs for outdoor advertising as JPEGs or PDFs. All other collateral can be uploaded as PDFs or JPEGs.

25B. Agency - More Than 150 Beds

- Any advertising campaign produced exclusively for the entrant’s hospital by an agency that includes advertising in more than one medium is eligible. Any entry that an advertising, design or PR agency either collaborated on or produced the materials in part or as a whole should be considered an AGENCY-PRODUCED entry.
- Radio may be uploaded as an mp3, and television spots and other visual support may be submitted in URL field on the “Uploads” tab as a LIVE LINK to YouTube or your website. Submit color photographs for outdoor advertising as JPEGs or PDFs. All other collateral can be uploaded as PDFs or JPEGs.

25C. In-house - 150 Beds or Less

- Any advertising campaign produced exclusively in-house for the entrant’s hospital that includes advertising in more than one medium is eligible. The creative work must have been developed and written in-house without an agency or consultant. Entries that were produced in-house but that may have used freelance staffers is considered PRODUCED IN-HOUSE.
- Radio may be uploaded as an mp3, and television spots and other visual support may be submitted in URL field on the “Uploads” tab as a LIVE LINK to YouTube or your website. Submit color photographs for outdoor advertising as JPEGs or PDFs. All other collateral can be uploaded as PDFs or JPEGs.

25D. In-house – More Than 150 Beds

- Any advertising campaign produced exclusively in-house for the entrant’s hospital that includes advertising in more than one medium is eligible. The creative work must have been developed and written in-house without an agency or consultant. Entries that were produced in-house but that may have used freelance staffers is considered PRODUCED IN-HOUSE.
- Radio may be uploaded as an mp3, and television spots and other visual support may be submitted in URL section as a LIVE LINK to YouTube or your website. Submit color photographs for outdoor advertising as JPEGs or PDFs. All other collateral can be uploaded as PDFs or JPEGs.

ADVERTISING CONTINUED

26. Marketing Project for a Healthcare-Related Organization (Non-Hospital, LHA Member Organization, e.g. Corporate and Associate Members) – One judging division:
- Any marketing project produced exclusively for the entrant's healthcare organization that focuses on promoting their organization or a healthcare-related issue is eligible.

PROJECT ON A SHOESTRING

27. Project on a Shoestring – One judging division:
- Any project that gets big results using few resources is eligible.

OTHER ELECTRONIC COMMUNICATIONS

28. Website Initiative (External/Public Access) – Three judging divisions:

28A. Single Hospital - 150 Beds or Less

- For websites/pages with External/Public Access for a single hospital.
- Website entries will be viewed "live." Submit the website address in the URL field on the "Uploads" tab as a LIVE LINK to your website. Indicate any additions or changes on the "Criteria" tab that have been made to the site since April 30, 2019.
- If the site is no longer live, provide JPEG screen shots of your main page and/or PDF story boards of your website.

28B. Single Hospital - More Than 150 Beds

- For websites/pages with External/Public Access for a single hospital.
- Website entries will be viewed "live." Submit the website address in the URL field on the "Uploads" tab as a LIVE LINK to your website. Indicate any additions or changes on the "Criteria" tab that have been made to the site since April 30, 2019.
- If the site is no longer live, provide JPEG screen shots of your main page and/or PDF story boards of your website.

28C. Multi-Hospital System

- For websites/pages with External/Public Access for a hospital system.
- Website entries will be viewed "live." Submit the website address in the URL field on the "Uploads" tab as a LIVE LINK to your website. Include the user name/password in the comment section when you enter URL and indicate any additions or changes on the "Criteria" tab that have been made to the site since April 30, 2019.
- If the site is no longer live, provide JPEG screen shots of your main page and/or PDF story boards of your website.

29. Intranet Initiative (Internal) – One judging division:

- Category intended for intranets for internal audiences.
- Website entries will be viewed "live." Submit the website address in the URL field on the "Uploads" tab as a LIVE LINK to your website. Include the username/password in the comment section when you enter URL and indicate any additions or changes on the "Criteria" tab that have been made to the site since April 30, 2019.
- If the site is no longer live, provide JPEG screen shots of your main page and/or PDF story boards of your website.

30. Facebook Communications – One judging division:

- Provide evidence of how your organization leveraged Facebook to communicate/strengthen relationships with target markets.
- JPEGs of screen shots will be accepted. Live links submitted in the URL field on the "Uploads" tab may be included as well.

OTHER ELECTRONIC COMMUNICATIONS CONTINUED

31. Twitter Communications – One judging division:

- Provide evidence of how your organization leveraged Twitter to communicate/strengthen relationships with target markets.
- JPEGs of screen shots will be accepted. Live links submitted in the URL field on the “Uploads” tab may be included as well.

32. YouTube/Other Social Media Video Sites – One judging division:

- Provide evidence of how your organization leveraged YouTube/Other Social Media Video Sites to communicate/strengthen relationships with target markets.
- JPEGs of screen shots will be accepted. Support Materials may be submitted in the URL field on the “Uploads” tab as a LIVE LINK to YouTube or your website.

33. Other Emerging Social Media Platform – One judging division:

- Provide evidence of how your organization leveraged Other Emerging Social Media Platforms to communicate/strengthen relationships with target markets.
- All materials must be uploaded. JPEGs of screen shots will be accepted. Live links may be included as well. Support Materials may be submitted in the URL field on the “Uploads” tab as a LIVE LINK to YouTube or your website.

34. Apps developed for mobile devices – One judging division:

- Includes an App (application software) that is developed specifically for your organization for handheld devices.
- Submit Screen shots of App.

35. Blog – One judging division:

- Provide evidence of how your organization leveraged a blog to communicate/strengthen relationships with target markets and/or to reinforce brand messaging.

RESULTS/ROI

36. Results/ROI – Three judging divisions:

- A marketing or PR project that has impressive, measurable results, as measured by DIRECT returns.

36A. Single Hospital - 150 Beds or Less

36B. Single Hospital - More Than 150 Beds

36C. Multi-Hospital System

GRAPHIC DESIGN

37. Graphic Design – One judging division:

This category will be judged solely on the excellence in graphic design focusing on the creativity and overall presentation. There will be no “Criteria” tab for this category, because a written summary is not required. Upload a JPG or PDF of the materials.

GOLDEN PELICAN AWARDS

The President's Award, Lagniappe Award and Practitioner of the Year awards recognize excellence in individuals who advance the sound principles of communications, marketing and public relations within the hospital field.

38. President's Award

- Awarded to the hospital CEO seeking to advance the role of communications, marketing and public relations within his or her organization.
- On the "Criteria" tab, enter a narrative of 500 words or less in the text field. On the "Uploads" tab, submit a photo of the person being nominated.

39. Lagniappe Award

- Awarded to the communications partner (reporter, account representative, vendor, etc.) who demonstrates creativity, ingenuity and strong principles in assisting hospital PR/marketing staff in furthering communications.
- On the "Criteria" tab, enter a narrative of 500 words or less in the text field. On the "Uploads" tab, submit a photo of the person or company being nominated.

40. Public Relations Practitioner of the Year

- On the "Criteria" tab, enter a narrative of 500 words or less in the text field. On the "Uploads" tab, submit a photo of the person being nominated.
- The narrative should address the following criteria of the person being nominated:
 - 1) Demonstrates leadership in public relations; 2) Demonstrates expertise in their PR skills; 3) Advances the role of public relations; and 4) Has been recognized for specific achievements.

41. Marketer of the Year

- On the "Criteria" tab, enter a narrative of 500 words or less in the text field. On the "Uploads" tab, submit a photo of the person being nominated.
- The narrative should address the following criteria of the person being nominated:
 - 1) Demonstrates leadership in marketing; 2) Demonstrates expertise in marketing skills; 3) Advances the role of marketing; and 4) Has been recognized for specific achievements.

42. Creative Director/Graphic Designer of the Year

- On the "Criteria" tab, enter a narrative of 500 words or less in the text field. On the "Uploads" tab, submit a photo of the person being nominated.
- The narrative should address the following criteria of the person being nominated:
 - 1) Demonstrates leadership in graphic design; 2) Demonstrates expertise in graphic design skills; 3) Advances the role of graphic design; and 4) Has been recognized for specific achievements.

43. Team of the Year

- Upload a narrative of 500 words or less and a JPEG of the team being nominated.
- The narrative should address the following criteria of the hospital team being nominated:
 - 1) Generates outstanding results and achievement for its organizations; 2) Demonstrates innovation and creativity in its public relations and/or marketing efforts; 3) Creates a positive impact on the communications profession, in the lives of professionals and on organizations; and 4) Exhibits high professional and ethical standards

BEST OF SHOW AWARDS

From the entries, the judges will select the following Best of Show awards:

- Best of Show in Copywriting: Jacqueline Leonhard Award for Writing Excellence;
- Best of Show in Graphic Design;
- Best of Show in Strategy: Terri McNorton Award for Strategic Excellence; and
- Best of Show Overall: Frank V. LeBlanc Best of Show Award.