

2009 ACI Awards Program Category Descriptions

(Score Sheet 1) **Magazine – 4-Color:** Limit is one (1) entry consisting of four (4) copies of two (2) consecutive issues. Magazines published with any use of 4-color must be entered in this category. Submitting agency or organization must have maintained complete editorial and design control. Send entry to:

Vicki Ervin, Ohio Division of Wildlife
2045 Morse Rd., Bldg. G
Columbus, OH 43229
Phone: (614) 265-6325
vicki.ervin@dnr.state.oh.us

(Score Sheet 1) **External Newsletter:** Limit is three (3) entries, each consisting of three (3) copies of two consecutive issues. Multiple entries may be submitted for the same agency. Submitting agency or organization must have maintained complete editorial and design control. Send entries to:

Penny Miller
Communications Director, N.C. Wildlife Resources Commission
1712 Mail Service Center
Raleigh, NC 27699-1712.
919.707.0189
penny.miller@ncwildlife.org

(Score Sheet 1) **Regulations Publications:** Limit is three (3) entries, each consisting of three (3) copies of a publication that communicates hunting, fishing, trapping, boating or related rules and regulations to the general public. Submitting agency or organization must have maintained complete editorial and design control. Send entries to:

Greg Jenkins, N.C. Wildlife Resources Commission
Rm. 330
1751 Varsity Drive
Raleigh, NC 27606
Phone: (919) 707-0175
greg.jenkins@ncwildlife.org

(Score Sheet 2) **One-Time Publication, Brochures:** Limit is three (3) entries, each consisting of four (4) copies of a one-time brochure publication. Submitting agency or organization must have maintained complete editorial and design control. Send entries to:

Chuck Schlueter
Game, Fish & Parks Division of Wildlife
523 E. Capitol Avenue
Pierre, SD 57501
Phone: 605/773-3904
Fax: 605/773-6245
chuck.schlueter@state.sd.us

(Score Sheet 2) **One-Time Publication, Books/Reports:** Limit is three (3) entries, each consisting of three (3) copies of a one-time book or report publication. Submitting agency or organization must have maintained complete editorial and design control. Send entries to:

Gustave Axelson, Minnesota Conservation Volunteer Magazine
Phone: (651) 259-5338
gustave.axelson@dnr.state.mn.us

(Score Sheet 2) **One-Time Publication, Other:** Limit is three (3) entries, each consisting of three (3) copies of a one-time publication. In the past, this category has included promotional and educational materials such as placemats, information holders, recipe cards and so forth. Submitting agency or organization must have maintained complete editorial and design control. Send entries to:

Chuck Schlueter
Game, Fish & Parks Division of Wildlife
523 E. Capitol Avenue
Pierre, SD 57501
Phone: 605/773-3904
Fax: 605/773-6245
chuck.schlueter@state.sd.us

(Score Sheet 11) **Exhibits and Dioramas:** Limit is three (3) entries, each consisting of three (3) copies of an exhibit or diorama. Materials can include pictures, blueprints, etc. to represent the exhibit. Materials may be presented in slides or a slideshow format to judges. The "Statement of Purpose" should clearly represent goals and objectives of the exhibit. Submitting agency or organization must have maintained complete design control. Send entries to:

Thomas Gresham
2000 Quail Drive
Baton Rouge, LA 70808
225-765-2496
tgresham@wlf.la.gov

(Score Sheet 3) **Magazine Wildlife Article:** Limit is two (2) entries, each consisting of three (3) sets of unmounted tear sheets of a wildlife-related magazine article. Articles must have been written by an employee of the submitting agency or organization. Send entries to:

Kristin Gillman; Oklahoma Dept. of Wildlife Conservation
PO Box 53465 (or shipping to 1801 N. Lincoln Blvd.); Oklahoma City, OK 73105
Phone: (405) 521-2085; Fax: (405) 521-6898
kgillman@odwc.state.ok.us

(Score Sheet 3) **Magazine Fisheries Article:** Limit is two (2) entries, each consisting of three (3) unmounted tear sheets of a fisheries-related magazine article. Articles must have been written by an employee of the submitting agency or organization. Send entries to:

Thea Miller Ryan
The Outdoor Campus
SD Game, Fish and Parks
4500 S. Oxbow Ave.
Sioux Falls, SD 57106-4114
605.362.2777
thea.ryan@state.sd.us

(Score Sheet 3) **Magazine Parks, Historical, Cultural Article:** Limit is two (2) entries,

each consisting of three (3) unmounted tear sheets of a parks-, historical- or cultural-related magazine article. Articles must have been written by an employee of the submitting agency or organization. Send entries to:

Julie Hammonds, Arizona Game and Fish Department IEPB
5000 W. Carefree Hwy.
Phoenix, AZ 85086-5000
Phone: (623) 236-7228 Fax: (623) 236-7903 Attn: Julie Hammonds
JHammonds@azgfd.gov

(Score Sheet 3) **Magazine General Interest Article:** Limit is two (2) entries, each consisting of three (3) unmounted tear sheets of a general interest magazine. Articles must have been written by an employee of the submitting agency or organization. Send entries to:

Kristin Gillman; Oklahoma Dept. of Wildlife Conservation
PO Box 53465 (or shipping to 1801 N. Lincoln Blvd.); Oklahoma City, OK 73105
Phone: (405) 521-2085; Fax: (405) 521-6898
kgillman@odwc.state.ok.us

(Score Sheet 3) **Print News Release:** Limit is three (3) entries, each consisting of three (3) copies of an in-house produced print media news release or news/press packet. Multiple releases for a single news item may be submitted as a one-entry package as long as they were all sent within a seven-day period. For example, this could include a news or feature story with both local and statewide versions or a breaking release with follow-up releases. Include photos only if they were supplied to the news media as part of a news effort. Be sure to answer the following question in your statement of purpose: "To whom was this entry delivered?" (daily/weekly newspapers, outdoor magazines, freelance writers, wire services, electronic media, conservation groups, etc.). Send entries to:

Scott Pengelly; Minnesota Dept. of Natural Resources
500 Lafayette Rd.; St. Paul, MN 55155-4046
Phone: (651) 259-5351; Fax: (651) 296-0902
scott.pengelly@dnr.state.mn.us

(Score Sheet 4) **Television Series:** Limit is one (1) entry consisting of four (4) VHS or DVD copies of two (2) consecutive episodes produced specifically for a 30-minute television broadcast time period. Judges are not required to view both, to ease judging time, but applicants are required to submit the two episodes. The programs must have been produced as a part of a regularly scheduled series. The agency or organization must have exercised creative control over the product. Television public service announcements (PSAs) and short segments pulled from longer programs may not be entered in this category. Send entries to:

Joel Courtney
Audio Visual Production Manager
Louisiana Department of Wildlife and Fisheries
2000 Quail Drive
Baton Rouge, LA 70808
jcourtney@wlf.louisiana.gov

(Score Sheet 4) **Video News Release:** Limit is three (3) entries, each consisting of three (3) VHS or DVD copies of an in-house-produced video news release. Also include any items that accompanied the videotape to the television stations, such as a cover letter, suggested

lead-in copy, fact sheet and additional copy of local interest. The submitting agency or organization must have maintained complete creative control over the product. Send entries to:

Abe Moore
Texas Parks & Wildlife Television
4200 Smith School Road
Austin, TX 78744
Phone: (512) 389-4792
abe.moore@tpwd.state.tx.us

(Score Sheet 4) **Video Other:** Limit is three (3) entries, each consisting of three (3) VHS or DVD copies of a stand-alone video production that does not fit into any other category. Appropriate entries include (but are not limited to) television public service announcements, television documentaries, promotional/marketing videos, public information/education videos, or videos produced for meetings, exhibits, visitor centers, or point-of-sale displays. Training videos and other programs geared to internal audiences should be entered in category 7. The program may be a part of an agency's or organization's regularly scheduled television series but must be recognizably different in format. The agency or organization must have exercised creative control over the product. Both broadcast and non-broadcast programs will be accepted. Send entries to:

Joy Hill, Florida Fish and Wildlife Conservation Commission
1239 S.W. 10th St. Ocala, FL 34474-2797
Phone: (352) 732-1225 Fax: (352) 732-1391
Joy.Hill@MyFWC.com

(Score Sheet 5) **Radio Program:** Limit is three (3) entries, each consisting of three (3) cassette tapes or CDs and three (3) copies of any special radio news releases accompanying the program. The cassette or CD should contain a single in-house-produced, one-time program or part of a program series. Program length must exceed 60 seconds. Public service announcements (PSAs) may not be entered in this category. The submitting agency or organization must have maintained complete creative control over the product. Send entries to:

Greg Jenkins, N.C. Wildlife Resources Commission
Rm. 330
1751 Varsity Drive
Raleigh, NC 27606
Phone: (919) 707-0175
greg.jenkins@ncwildlife.org

(Score Sheet 5) **Radio Public Service Announcement:** Limit is three (3) entries, each consisting of three (3) cassette tapes or CDs and three (3) copies of any pertinent information explaining the scope of the campaign. The cassette or CD should contain a single in-house-produced radio public service announcement. It must have been used as a PSA only, not a one-time informational feature for a newscast or radio program. The submitting agency or organization must have maintained complete creative control over the product. Send entries to:

Thomas Gresham
2000 Quail Drive
Baton Rouge, LA 70808

225-765-2496
tgresham@wlf.la.gov

(Score Sheet 6) **Posters:** Limit is three (3) entries, each consisting of three (3) copies of a poster. Submitting agency or organization must have maintained complete editorial and design control. Send entries to:

Marianne Burke, Louisiana Department of Wildlife and Fisheries
2000 Quail Drive
Baton Rouge, LA 70808
Phone: (225) 765-2917
mburke@wlf.la.gov

(Score Sheet 6) **Calendars:** Limit is three (3) entries, each consisting of three (3) copies of a calendar. Submitting agency or organization must have maintained complete editorial and design control. Send entries to:

Laura MacLean
Communications and Marketing Director
Association of Fish & Wildlife Agencies
Phone: 202/ 624-7744
Cell: 202/ 253-0319
Fax: 202/ 624-7891
lmaclean@fishwildlife.org

(Score Sheet 7) **Internal Communications:** Limit is three (3) entries, each consisting of three (3) copies of an agency-produced newsletter, video, brochure, workbook, manual or other product created to inform, educate, train or motivate employees. Entries are limited to those efforts distributed internally and may not include items produced for external distribution. Submitting agency or organization must have maintained complete editorial, design and/or creative control. Send entries to:

Joy M. Hill
Public Information Coordinator Florida Fish and Wildlife Conservation Commission Northeast
Region
1239 SW 10th St.
Ocala, FL 34471
Office: (352) 732-1225
Cell: (352) 258-3426
Fax: (352) 732-1391
joy.hill@myfwc.com

(Score Sheet 8) **Education & Outreach:** Limit is three (3) entries, each consisting of three (3) copies of an in-house-produced education program. The submitting agency or organization must have exercised creative control over the product. The entry may range from a one-time, single-topic effort to comprehensive programs designed for use over a number of years. The entry may not be a regional or local variation of a nationally produced project unless it has been significantly modified by the submitting agency. While the entry would normally be produced or distributed for the first time in the contest year, comprehensive programs with major revisions, additions and supplements may be submitted for the year in which program renovations are completed. Videotape entries must be submitted in VHS format. If the program is targeted to a specific audience, be sure to answer the following questions in your statement of purpose: "Who is the intended audience for this educational effort?" AND "Did this educational effort make a difference? Are you able

to monitor and evaluate the results of the effort and the effectiveness of its message? How?" Judges may deduct points from entries that do not address these questions. Send entries to:

Kim G. Nix, Outdoor Alabama
Dept. of Conservation
64 N. Union St. Ste. 106
Montgomery, AL 36130
Phone: 334-242-3157 Fax: 334-242-1880
Kim.nix@dcnr.alabama.gov

(Score Sheet 9) **Web Sites:** Limit is one (1) entry per agency. The statement of purpose form should include the Web address of the site along with brief responses to the following questions: "What makes your Web site innovative or unique?" AND "What aspects of your site should judges pay closest attention to?" The submitting agency or organization must have maintained complete creative control over the Web site. Send entries to:

Don Cash
Texas Parks & Wildlife Television
4200 Smith School Road
Austin, TX 78744
Phone: (512) 389-4792
don.cash@tpwd.state.tx.us

(Score Sheet 10) **Photography:** Limit is three (3) entries per agency. Each entry must consist of three (3) duplicates of one photograph. Entries will be judged for THE BEST INDIVIDUAL PHOTOGRAPH. DO NOT SEND ORIGINALS, because entries will not be returned. You may submit entries as slides or on CDs. If you submit slides, please place in protective sleeves. The photos must have been used in agency or organization publications, news releases, exhibits, slide shows and/or other efforts in the contest year. The photos must have been taken by an employee of the submitting agency or organization during either the contest year or the year prior to the contest year. Send entries to:

Judith Hosafros; Wyoming Dept. of Fish & Game
5400 Bishop Blvd; Cheyenne, WY 82006
Phone: (307) 777-4537; Fax: (307) 777-4602
judith.hosafros@wgf.state.wy.us

(Score Sheet 11) **Communication Campaigns:** Limit is three (3) entries, each consisting of three (3) copies of all materials used in a media campaign. Entries may range from media efforts that used combinations of the following materials, including print news releases; video news releases; fact sheets; radio, television and print public service announcements; posters; slide shows; promotional items, Web site support; cover letters and distribution strategies. Single publications, magazine articles and news releases without supporting documents should be entered in their respective categories, as should stand-alone videos. Video entries must be in VHS format and slide programs must be transferred to VHS. The entry may not be a regional or local variation of a nationally produced campaign unless it has been significantly modified by the submitting agency. While the entry would normally be produced or distributed for the first time in the contest year, comprehensive campaigns with major revisions, additions and supplements may be submitted for the year in which program renovations are completed. The submitting agency or organization must have maintained complete, editorial, design and creative control over the campaign. Send entries to:

Lesley McNeff

Wildlife Diversity Information Specialist
Oklahoma Department of Wildlife Conservation
1801 N. Lincoln
Oklahoma City, OK 73105
(P) 405-522-3087
(M) 405-496-0350
lmcneff@odwc.state.ok.us

(Score Sheet 12) **Big Ideas, Small Budgets:** This category recognizes an effective campaign, event, process or other effort that is unique because it was done in a particularly efficient, cost-effective way while overcoming significant obstacles (either internal or external). Such projects might not have been possible except for the application of new technology, processes, volunteer support or external cooperation. Such a project should provide a quantifiable benefit to the agency and/or its constituency well beyond its cost. For example, a heavily funded campaign to change hunters' attitudes would not be appropriate in this category, but a grass-roots campaign initiated by the agency and carried out by hunter groups, volunteers and the media, at a minimal cost, would be appropriate. Project must have been completed in the contest year. Limit is three (3) entries, each consisting of three copies of all materials used in the effort. Send entries to:

Aaron Meier, Nevada Department of Wildlife
1100 Valley Road
Reno, NV, 89512
Phone: (775) 688-1998
ameier@ndow.org