



31ST ANNUAL MAGGIE AWARDS

CALL FOR ENTRIES

You worked hard last year to deliver outstanding marketing and public relations pieces that served your hospitals well. Now, your best work could earn accolades from your peers if you enter the 31st Annual Maggie Awards.

The Maggie Awards competition, sponsored annually by MHA's Society for Health Care Marketing and Public Relations, recognizes excellence in the field of health care marketing and public relations. It's easy to enter. Just select your hospital's best work, follow the simple entry guidelines and submit your entries by Monday, August 6.

WE HAVE A NEW ENTRY PROCESS THIS YEAR. PLEASE BE SURE TO READ THE CALL FOR ENTRIES IN ITS ENTIRETY TO LEARN HOW TO COMPLETE AN ENTRY THIS YEAR. YOU WILL COMPLETE A WORD DOCUMENT ENTRY FORM/PROJECT PROFILE FOR EACH ENTRY AND THEN UPLOAD THE FORM AND YOUR SUPPORTING DOCUMENTS ON [GOOGLE DRIVE](#).

Awards will be presented during a special Maggie Awards Celebration, in conjunction with the society's annual conference, on November 8, 2018 at 12 pm. All winners will also be listed in MHA News Now and will be recognized in local and statewide news publications. Your CEO will be notified if you win and will be invited to attend the Maggies Celebration free of charge.

Please contact Maggie Awards Administrator, Kelly Woodsum, to help you with any issues or questions you have with the entry process at (978) 819-4058 or kelly@dkwpartners.com.

So step up to the plate and enter your best work in the Maggies.

If you have any questions or concerns please contact us.

Thank you.

Shawn Rossi
Vice President, Education & Public Relations
Mississippi Hospital Association
(800) 289-8884
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Kelly Woodsum
Maggie Awards Administrator
(978) 948-2759
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DATES & FEES

ELIGIBILITY: The Maggie Awards are open to all hospitals/health systems/companies which hold active institutional membership in MHA and/or MHA's Society for Health Care Marketing & Public Relations. All entries must have been produced during the time period of June 1, 2017, through May 31, 2018.

DEADLINE: **Monday, August 6, 2018.**

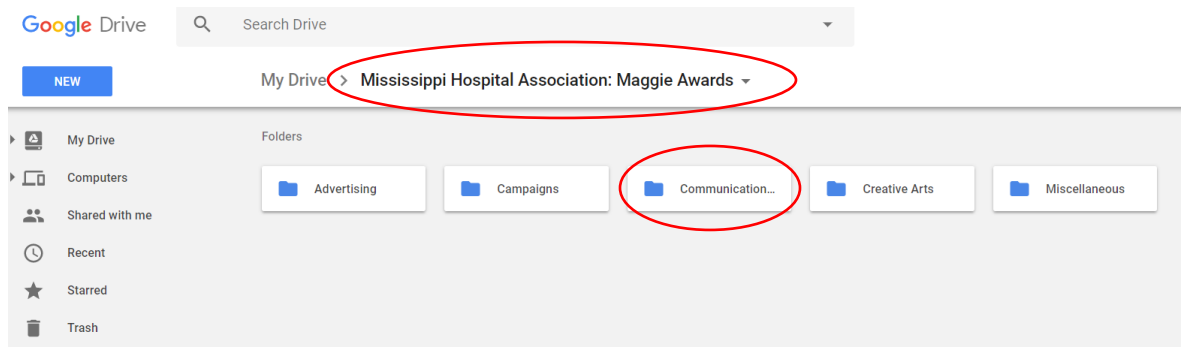
FEES: Entry fees are \$45 for the first entry and \$25 for each additional entry. Entry fees will not be refunded for entries that do not comply with competition rules. Upon completion of your entries, please mail a check to **Mississippi Hospital Association, P.O. Box 1909, Madison, MS 39110.**

PRODUCTION COST ONLY: All costs/amounts in entry categories refer to production cost only (not printing, placement or distribution).

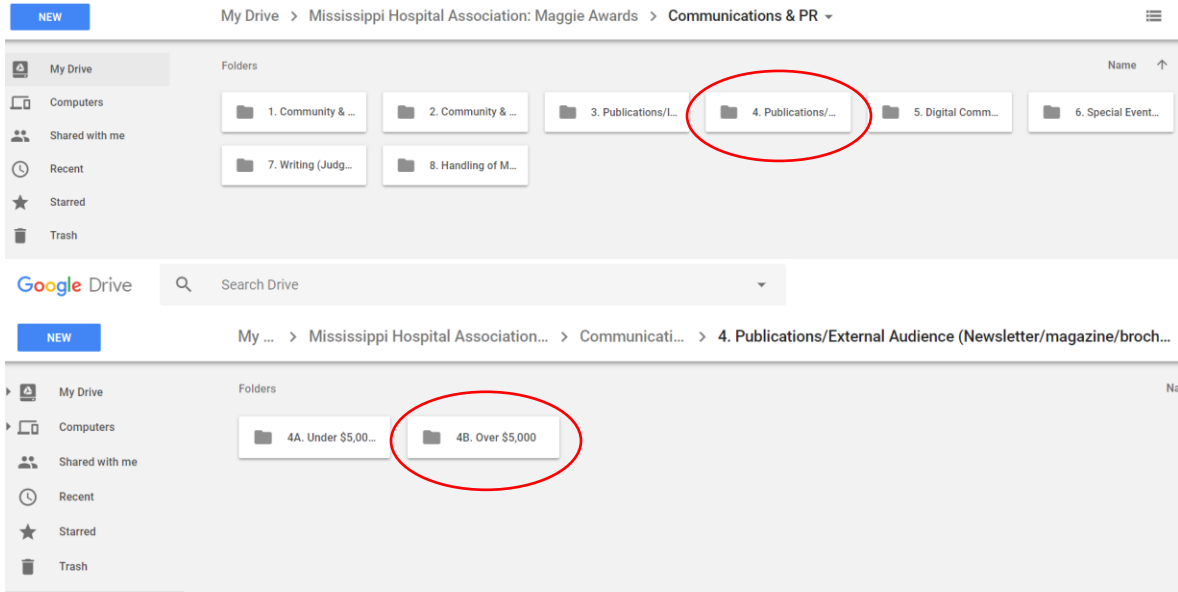
ATTENTION NON-MEMBERS: IF YOU ARE NOT A MEMBER OF THE MHA SOCIETY FOR HEALTH CARE MARKETING & PUBLIC RELATIONS AN ADDITIONAL \$80 WILL BE ADDED TO YOUR ENTRY FEE FOR MEMBERSHIP. THIS IS THE ANNUAL PRICE TO JOIN.

HOW TO ENTER

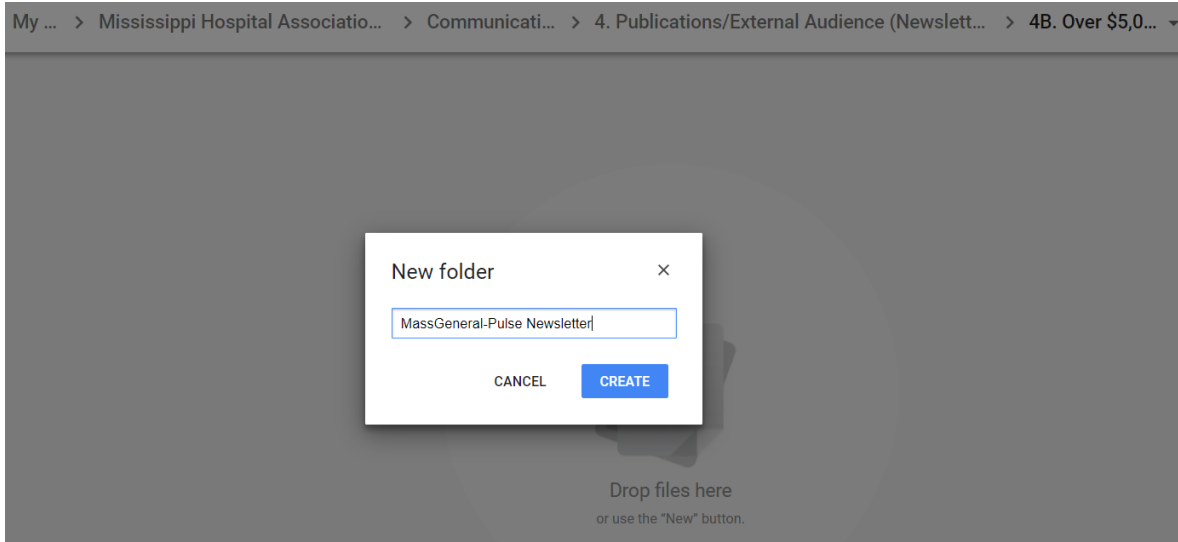
1. Complete an entry form for each entry.
2. Gather all supporting materials into one PDF, if possible.
3. Find your category folder on the [Maggie Awards Google Drive](#). There is an individual folder for each category and subcategory.



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4. Create a new folder within the category/subcategory of which you would like to enter. Right click to create a new folder and name that folder your hospital initials and an abbreviated entry name.

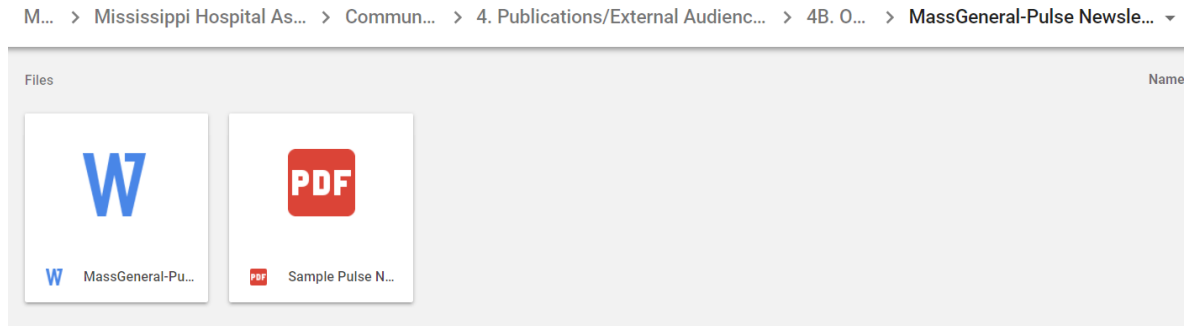


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- 5. Right click in your folder to upload your entry form and the PDF of your supporting documents. Additional supporting files may be uploaded with a THREE FILE OR FOUR LINK LIMIT PER ENTRY.

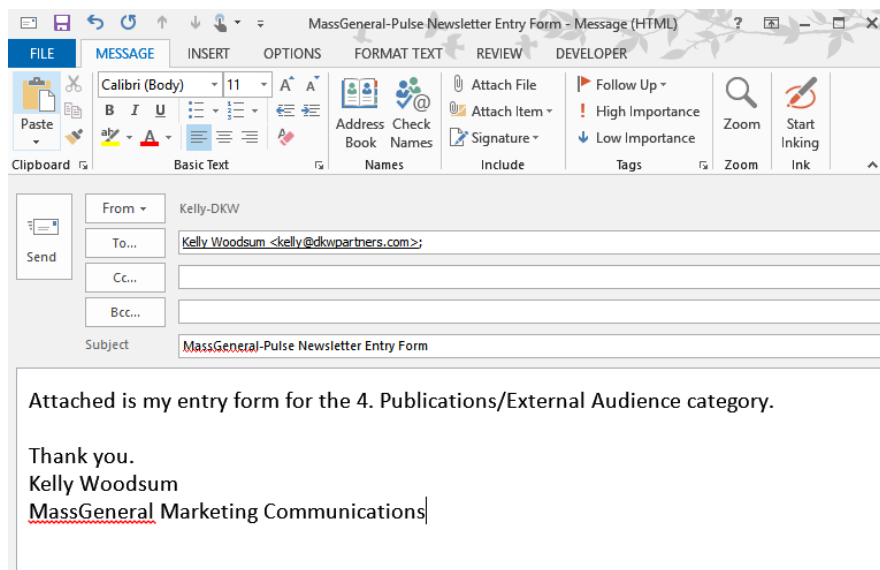
PLEASE MAKE EVERY ATTEMPT TO USE LINKS TO ANY VIDEO, AUDIO OR WEBSITE WHENEVER POSSIBLE. REMEMBER THAT THE IMAGES AND FILES YOU UPLOAD WILL BE THE ONES USED IN THE MAGGIE VIDEO IF YOU WIN, SO KEEP THE QUALITY AS HIGH RESOLUTION AS POSSIBLE!



- 6. You may edit your entry and add or delete files until you submit your entry for judging. Once your entry is submitted it will be “locked” for editing.

- 7. To submit your completed entry: email kelly@dkwpartners your entry form **AFTER** you have uploaded all the documents.

YOU MAY SEND ONE EMAIL FOR ALL ENTRIES IF YOU WOULD PREFER BUT BE SURE TO ATTACH ALL ENTRY FORMS TO THE EMAIL.



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RECEIPT OF YOUR ENTRY FORM VIA EMAIL WILL CONFIRM THAT YOU HAVE COMPLETED THE ENTRY PROCESS. UPON RECEIPT YOUR ENTRY WILL BE LOCKED FOR EDITING. YOU MAY EDIT YOUR ENTRY UP UNTIL THE POINT OF SENDING THE ENTRY FORM.

[LINK TO MAGGIE AWARDS GOOGLE DRIVE.](#)

JUDGING

Entries will be judged by a panel of professionals from outside the state of Mississippi who are familiar with the general goals, objectives and financial budgets for health care marketing and public relations. They score entries individually to ensure the most objective evaluation. For each category, one Maggie and one Award of Excellence plaque may be awarded.

To earn a Maggie, an entry must have a minimum number of points to show “excellent” work and to earn an Award of Excellence plaque, an entry must have a minimum number of points to show “good” work, regardless of the number of entries in a category.

Entries will be judged by the following standards:

EDITORIAL ENTRIES

Entries will be judged on excellence in writing, timeliness, originality of topic and overall discussion of information to readers, as well as generally recognized editorial values of organization, clarity and consistency in grammar, spelling and punctuation.

DIGITAL COMMUNICATION ENTRIES

Entries will be judged on design, content, presentation, functionality and ease of use.

PRINT COMMUNICATION ENTRIES

Entries will be judged on copy, graphic design and overall presentation.

RADIO & TV ADVERTISING ENTRIES

Entries will be judged on criteria including writing, editing, pacing and technical quality.

CREATIVE ARTS ENTRIES

Entries will be judged solely on creativity and overall presentation. No write-up is required.

PROJECT ON A SHOESTRING ENTRIES

Entries will be judged on originality and creativity of the idea and how it increased the health care organization’s revenue or decreased expenses.



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POTPOURRI ENTRIES

Items that do not fall under any of the other listed categories should be entered into the Potpourri category. Entries will be judged on presentation, originality of design/concept and effectiveness.

RULES FOR SUBMISSIONS

- All entries must be original work(s) created for your specific hospital or health care facility. Please do not enter work that has been purchased from a marketing or promotional vendor. Entries should include work created either in-house or through an agency that was specifically tailored to the hospital or health care facility.
- The judges have the authority to transfer an entry from the category in which it was entered to a more appropriate category.
- The decision of the judges, all of whom reside outside Mississippi, will be final.
- Judges may decline to assign awards in any category when they deem no entries worthy of awards.
- The judges may award two or more awards in a category in the event of a tie.
- An Award of Excellence and a Maggie may be awarded in each category. Only one award will be presented. Additional awards and plaques may be ordered after the presentation.
- The judges will have the option of awarding one Best of Show Overall, one Best of Show Print Media Entry and one Best of Show Electronic Media Entry.
- Winners will be notified by e-mail if they have won an award. The type of award won will not be announced until the Maggie Awards presentation.

[LINK TO MAGGIE AWARDS GOOGLE DRIVE.](#)

CATEGORIES

COMMUNICATIONS/PR

1. Community & Annual Reports- Produced In-House

- 1A. Annual Report Under \$5,000
- 1B. Annual Report Over \$5,000

2. Community & Annual Reports- Produced Externally

- 2A. Annual Report Under \$5,000
- 2B. Annual Report Over \$5,000



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3. Publications/Internal Audience (Newsletter/magazine/brochure)

- 3A. Under \$1,000
- 3B. Over \$1,000

4. Publications/External Audience (Newsletter/magazine/brochure)

- 4A. Under \$5,000
- 4B. Over \$5,000

5. Digital Communications

- 5A. Web site produced in-house
- 5B. Web site produced externally
- 5C. Intranet
- 5D. Video
- 5E. Social media campaigns
- 5F. Email campaign

6. Special Events (Submit support materials, i.e. program, photos, invitation, etc.)

- 6A. Fundraising
- 6B. Hospital-Based - Open House, Doctor's Day, Hospital Week, etc.
- 6C. Community Service/Education

7. Writing (Judged solely on writing. No write-up required.)

- 7A. Internal Writing
- 7B. External Writing
- 7C. Copywriting

ADVERTISING

9. Radio Advertising (May be a single and/or a series of ads submitted as one entry.)

10. TV Advertising (May be a single and/or a series of ads submitted as one entry.)

- 10A. Under \$15,000
- 10B. Over \$15,000

11. Newspaper Advertising (May be a single ad, an insert, or a series of ads submitted as one entry.)

- 11A. Single Ad Under \$1,000
- 11B. Single Ad Over \$1,000



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- 11C. Ad Series Under \$1,000
- 11D. Ad Series \$1,000-\$2,500
- 11E. Ad Series Over \$2,500

12. Magazine Advertising (May be a single ad, an insert, or a series of ads submitted as one entry.)

- 12A. Under \$2,000
- 12B. Over \$2,000

13. Outdoor Transit/Billboard

- 13A. Produced In-House
- 13B. Produced Externally
- 13C. Other Outdoor (Signage, benches, etc.)

14. Direct Mail Piece

- 14A. Under \$150
- 14B. Over \$150

15. Specialty Item (T-shirts, hats, pens, mouse pads, etc.)

- 15A. Under \$10
- 15B. Over \$10

16. Digital Advertising

- 16A. Digital Ads (Search, Google Ads, etc.)
- 16B. Social Media Advertising (Facebook, Twitter, etc.)
- 16C. Email Marketing
- 16D. Digital Advertising Campaign

CREATIVE ARTS

THESE CATEGORIES WILL BE JUDGED SOLELY ON CREATIVITY AND OVERALL PRESENTATION. NO WRITE-UP REQUIRED.

17. Invitation

- 17A. Produced In-House
- 17B. Produced Externally



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18. *Poster*

- 18A. Produced In-House
- 18B. Produced Externally

19. *Logo Design*

- 19A. Produced In-House
- 19B. Produced Externally

20. *Graphic Design – Other*

21. *Photography/Illustration*

CAMPAIGNS

22. *Campaign – Internal*

23. *Campaign – Advertising*

- 23A. Under \$20,000
- 23B. \$20,000-\$50,000
- 23C. Over \$50,000

MISCELLANEOUS

24. *Project on a Shoestring*

Any project that gets big results using few resources.

25. *Potpourri*

Works that do not fall under any of the above listed categories should be entered into Potpourri.

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**QUESTIONS? PLEASE REACH OUT TO KELLY WOODSUM AT
KELLY@DKWPARTNERS.COM.**



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