



Kansas Professional Communicators 2012 Communications Contest Guidelines

WHO CAN ENTER: Any professional, student or retired member of Kansas Professional Communicators.

Non-member communications professionals may enter for \$20 per entry at the state level, but must join the National Federation of Press Women if they place first at state and want to compete at national level.

NFPW dues for new members may be paid until the contest deadline date of March 31. Members may enter the national contest **ONLY** if they receive a first place award in the state communications contest.

WHAT TO ENTER: All entries must have been published, issued, broadcast or telecast between Jan. 1, 2011 and Dec. 31, 2011. Be selective, you may not enter more than two entries per category code. If you submit more than two per code number/letter, all your entries in that code may be disqualified.

ENTRY DEADLINES: Entries must be **POSTMARKED BY JAN. 23, 2012**. Send entries to Becky Funke, Contest Chair, *Active Aging*, 125 South West Street, Suite 105, Wichita, KS 67213-2114. If you would like notification that your entries have been received enclose a SASE or SASP.

PREPARING ENTRIES: Each published or printed entry **MUST** be placed in a separate envelope with an entry form. Each entry and entry form must be placed in a 9 X 12 Manila envelope (not white). Use the next size larger envelope if the entry is too snug to slip easily in and out of the 9 X 12 envelope. When looking at the front or “address” side of the envelope, hold it vertically with the open-end up. Clearly write your name, Kansas, and the category number and sub-category letter on the top right-hand corner of the envelope. **DO NOT FASTEN OR SEAL THE ENVELOPE.**

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Each entry may only be submitted in one category. However, stories may be entered in writing categories while the page, supplement, publication or Web site that bears that story also may be entered in editing categories.

Entries in all categories except editing, producing or public relations and advertising brochures must be entirely the work of the member. In print media categories 11-16, the editor or the producer may not have done all work on page or publication. Also, few persons in advertising or public relations are totally responsible for any item, ad, brochure, or direct mail campaign. The team principle usually applies. Therefore, the entrant should be the creative planner, responsible for seeing “the message” through, the content director, or the copywriter.

Members who collaborate on material may enter together, but each must have paid state and national dues. Duplicate certificates will be awarded to those winners.

Note the special instructions printed for entries in each of the following divisions: “print media,” “photography,” “electronic media” (radio and television and Web site pages), “advertising,” “public relations/promotion/publicity” and “books/fiction/verse,” with specific details printed for some of the categories. **If these instructions call for a written statement to accompany the entry, the lack of that statement automatically will disqualify the entry.**

FEES AND FEE FORM: The KPC contest entry fees are \$15 per first entry for members/\$12 per subsequent entries, \$20 per entry for non-members and \$10 per entry for students. Send one check to cover all entries. Make checks payable to Kansas Professional Communicators. Fill out one fee form; include it with your check and entries.

BEFORE YOU SEND YOUR ENTRIES, DOUBLE CHECK, HAVE YOU:

- Included all materials required by NFPW and KPC rules; some categories require summary about the entry written on a separate sheet of paper.
- Made sure each envelope is properly labeled with name, state and category.
- Included byline verification or proof of publication. If your article is not bylined, your superior must verify your work. If dateline or publication is not printed on the tear sheet, include a table of contents and publication masthead. Photo credit lines are not sufficient when winner also wants credit for the copy.
- For each article, ad, etc., send the entire tear sheet complete with date and publication name. (Do NOT send the whole publication.)
- Filled out all entry forms and a fee form.

All winners will be recognized at the KPC Spring Conference.

You can't win if you don't enter!