

OPASTCO
ROUNDTABLE

2010
Indy
AWARDS



DEADLINE: MARCH 26, 2010

2010 Indy AWARDS

"All small telecommunications companies in the United States and Canada are eligible to enter the Indy Awards."

2010 OPASTCO Roundtable

INDY AWARDS

All small telecommunications companies—incumbent local exchange carriers (ILECs), competitive local exchange carriers (CLECs), Internet service providers (ISPs), wireless carriers and cable television providers—are eligible to enter their marketing and communications materials in the 2010 Indy Awards competition. The awards, sponsored by the *OPASTCO Roundtable* magazine, recognize excellence in advertisements, newsletters, telephone directories, Web sites, logos, commercials and other marketing pieces developed by small companies.

No matter how small your company or your budget, you will find a suitable size division in an appropriate category. For example, a company with 2,000 access lines or customers will be competing with other companies with fewer than 5,000 access lines or customers. Judges consider each entry individually and base their scores on the function, creativity and design of the item, as well as the goals the company set when developing the item. The judges also provide comments and valuable feedback on each entry for companies to use when designing future marketing and communications items.

A first-place trophy and certificates of merit will be awarded in each division for each category. Awards will be presented during OPASTCO's 47th Annual Summer Convention, July 24–28, 2010, at the Westin in Seattle. (Awards will be shipped to those winners unable to attend.) Winning entries also will be displayed during OPASTCO's Summer Convention and highlighted in an issue of the *OPASTCO Roundtable*.

The deadline for entries is March 26, 2010, so don't delay. If you have any questions about the Indy Awards Competition, please contact the OPASTCO Public Relations Department at **202/659-5990**, or by e-mail at **indyawards@opastco.org**.

Categories

For each category, submit the materials described, as well as responses to the Description of Entry questions. Please read carefully and be sure to include all the correct materials in the requested format. Submitting answers to the Description of Entry questions is very important, because all entries will be judged on how well the company defined and met its goals for developing the entered item.

Telephone Directory

Submit four copies of a telephone directory published between April 1, 2008, and March 15, 2010. Directories will be judged on cover design, organization, content, creativity and overall quality. Directories published jointly by two or more telephone companies also are eligible.

Newsletter

Submit four copies of two different issues

of a newsletter written for customers or employees between April 1, 2008, and March 15, 2010. Newsletters will be judged on layout, writing, content, creativity and overall quality.

Promotional Materials

Submit four copies of a brochure, pamphlet, folder or any other publication promoting the company, a single product or specific service. Each entry must consist of one, and only one, item that was distributed as a single promotional piece produced between April 1, 2008, and March 15, 2010. Promotional materials will be judged on layout, writing, message, creativity and overall quality.

Print Advertising

Submit four copies of magazine, newspaper and other print advertisements promoting the company, a single product or specific service. Advertisements will be judged on writing, design, message, creativity and overall quality.

Logo

Submit four copies of three different samples of the company's logo as it appears on company materials. If possible, entries should contain at least one sample in black and white and one sample in color. The samples should appear on company materials such as

stationary or business cards. The logo must have been designed after January 2008. (Because

companies do not use a new logo every year, the time frame for eligibility for this category is extended.) Logos will be judged on design, message, branding, creativity and overall quality.

Multimedia

Submit four copies of a video specifically produced about the entering company, a television commercial or radio commercial produced since January 2008. Multimedia entries will be judged on production, organization, content, creativity and overall quality.

Web Site

Submit the Web site address for the company's own Web site designed since January 2008. Please include the Web site address with the Description of Entry question responses. Web sites will be judged on design/layout, organization, content, creativity, use of graphics and advanced Web design techniques, and overall quality.

Each entry must include responses to the Description of Entry questions. (See page 6.)

If an entry is more appropriate for a category other than the one submitted by the company, it will be moved to the more appropriate category.

Entry Information

Eligibility

All small telecom companies—both OPASTCO members and those eligible to become OPASTCO members—can enter the competition. ILECs, CLECs, ISPs, wireless carriers and cable television providers all are eligible to enter.

Unless otherwise noted in the criteria for the specific category, only items produced between April 1, 2008, and March 15, 2010, are eligible for the 2010 competition. Materials created specifically for the company by outside public relations and advertising firms are eligible for the competition, but the telecom company, not the outside firm, must submit the entry. (Items mass-produced by a manufacturer or supplier, and personalized with the entering company's name, are not eligible.)

You may enter as many items in as many categories as you wish.

Competition Divisions

Entries for each category will be judged in three divisions, based on the company's number of access lines (or customers in the case of ISPs and cable TV providers), so the projects of large and small companies will not be judged together.

Judging for each category will be in three divisions based on the number of access lines:

DIVISION A:
fewer than 5,000 access lines/customers

DIVISION B:
5,000 to 15,000 access lines/customers

DIVISION C:
15,001 or more access lines/customers

Judging

A panel of outside judges familiar with publications and telecommunications will review and score the entries in a specific category

based on the following criteria:

- Definition of goals and how well those goals were met;
- Design of the publication or item, including layout, writing and content;
- Creativity used in designing the publication or item, including its effectiveness to deliver its message; and
- Overall quality and excellence of the project.

The judges' scores for each division within each category are combined, and the highest-ranking entries are evaluated to determine the winners of the trophies and certificates. Because each entry is judged and scored against set standards, not in comparison to other entries, the judges may decide not to award a trophy or certificate for a particular division/category if they believe no entry merits such a designation. The decision of the judges is final. Companies will receive copies of their judges' evaluations for each of their entries, in hopes that they can use comments and scores in designing future publications.

Entry Fees

The fees for OPASTCO member companies are:

- \$75 for the first entry, and
- \$ 0 for each additional entry.

The fees for companies that are not OPASTCO members are:

- \$125 for the first entry, and
- \$50 for each additional entry.

You may enter more than one project in the same category (for example, more than one newsletter or more than one promotional item), but each counts as a separate entry and requires payment of an additional entry fee.

Please make your check payable to OPASTCO. Entry fees MUST accompany your entries.

More Entry Information

Entry Deadline

All entries must be received at the OPASTCO office no later than 5 p.m. eastern time on **Friday, March 26, 2010**. There will be no extensions to the deadline.

If you wish to receive notification of receipt of your entry, please include a self-addressed, stamped, blank postcard in your entry package. Unless such a card is included, you will not be notified of receipt of your entry.

Entrants are responsible for all shipping and postage costs, as well as for customs clearance; OPASTCO is not responsible for the damage or loss of entries. Entries become the property of OPASTCO and will not be returned. Photos of the winning entries may appear in an issue of the *OPASTCO Roundtable* and may be used to promote the awards ceremony and future competition.

Winners will be notified by May 28, 2010.

Entry Format

Each entering company must provide the following items:

1. **One completed copy of the entry form.**
2. **A check for the appropriate entry fees.**
3. **One self-addressed, stamped blank postcard if you want OPASTCO to notify you that your entries were received.**
4. **For each item you enter, please include:**
 - The specific materials requested for that category as outlined in the category description, and
 - **Four copies** of your response to the Description of Entry questions.

Any entry that does not meet all of the submission requirements may be disqualified.

Package together items 1 through 4 and send to:

**OPASTCO Roundtable
Indy Awards Competition
OPASTCO
2020 K Street NW, 7th Floor
Washington, DC 20006**

Description of Entry

Please answer the following questions thoroughly and include four copies of your answers in the entry packet. Indicate the company name, entry name or Web site address, category and division on each copy.

Please note that not all questions are applicable to each submission. A “no” or “not applicable” does not necessarily count against the submission.

1. What are the goals and objectives of this item?

- A. Why did you choose this particular item or method to promote your company and services?
- B. How many customers did you want to add?
- C. Did you perform market research in advance?
- D. Was there a particular time frame?

2. How well were these goals and objectives met?

- E. Did you meet your expectations regarding customer interest and revenue?
- F. What feedback did you receive about it?
- G. What did you learn about your company's marketing and PR strengths?
- H. Would you consider doing something similar for another product or service?

3. Who was the item's target audience?

- I. Was there a particular age group?
- J. Were you trying to target a specific group, like technologically-savvy customers or price-sensitive customers?
- K. Was there a specific seasonal theme?
- L. Did you do follow-up marketing for customers who signed up?

4. What was the total cost of the item?

5. How many were printed or produced?

Judges will provide comments on each entry that companies can use in designing future publications.

**DO NOT staple the
Description of Entry responses
to the actual entry.**

2010 Indy Awards Entry Form

COMPANY (Awards will feature the name of the company as it appears on this entry form.)

CONTACT PERSON

ADDRESS

CITY

STATE

ZIP CODE

PHONE

FAX

E-MAIL

Are you a member of OPASTCO? Yes No

Number of access lines/customers:
(This **MUST** be completed.)

Division

- Division A—fewer than 5,000 access lines/customers
 Division B—5,000 to 15,000 access lines/customers
 Division C—15,001 or more access lines/customers

Please check the categories you are entering:

1. Telephone Directory 5. Logo
 2. Newsletter 6. Multimedia
 3. Promotional Materials 7. Web Site (URL):
 4. Print Advertising _____

Entry Fees

Please enclose a check payable to OPASTCO. Payment **must** accompany entries.

Member fees: \$75 for the first entry; \$ 0 for additional entries

Non-member fees: \$125 for the first entry; \$50 for additional entries

Total number of entries: Total entry fees: \$

Shipping Information

Did you include a postcard to be notified of receipt of your entry? Yes No

Carefully prepare your entry according to the guidelines in this brochure and send your package to: OPASTCO Roundtable Indy Awards Competition

OPASTCO
2020 K Street NW, 7th Floor
Washington, DC 20006

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