



Submissions are due  
**February 29, 2024**

**CAMPAIGNS**

**Marketing Campaign - External Resources**  
Submit a suite of materials developed for a product, service, disaster preparedness, event or branding initiative produced with the help of an external entity, i.e., a PR firm, video production agency, freelance talent, etc. (three to five pieces with a common theme).

**Marketing Campaign Produced In-House**  
Submit a suite of materials developed for a product, service, disaster preparedness, event or branding initiative produced entirely using internal resources (three to five pieces with a common theme).

**Social Media Campaign**  
Submit posts developed for a product, service, disaster preparedness, event or branding initiative (three to five pieces with a common theme).

**MOMENTS + EVENTS**

**Social Media Post**  
Submit a single, graphically designed social media post with caption if applicable.

**Video Produced Externally**  
Submit a single video for an educational campaign, event or product/service launch produced with the help of an external entity, i.e., a PR firm, video production agency, freelance talent, etc.

**Video Produced In-House**  
**This award is exclusive to municipalities only.**  
Submit a single video for an educational campaign, event or product/service launch produced entirely using department staff/resources.

**Annual Report (Print or Digital)**  
Submit a single annual report produced within the last two fiscal years.

**Special Event or Commemoration**  
**This award is exclusive to municipalities only.**  
Submit a suite of materials (three to five pieces with a common theme) centered on marketing and communications for a specific event, i.e. a parade, holiday festival, ribbon cutting, etc.

**Crisis Response**  
**This award is exclusive to municipalities only.**  
Submit a comprehensive document outlining the crisis, communication challenges, response deployed and the positive outcomes achieved.

**ONGOING EFFORTS**

**Brand Book or Style Guide**  
Submit the single brand book or style guide in current operation by your local government.

**Podcast**  
Submit podcast clips or excerpts (max. three 10-minute segments) showcasing key moments that define the essence of your podcast. You can submit links to entire shows and provide timecodes for actual submission excerpts.

**Website**  
Submit a link to the homepage of your local government website.

**Communications Plan**  
Submit a detailed copy of the local government's strategic communication and marketing plan. This document should outline the goals, objectives, target audience, key message and strategies employed, metrics and outcomes. Submitted plans can focus on a single aspect, such as social media strategy.

**Magazine (electronic or print)**  
Submit a single issue of your municipal or county magazine from the last 24 months. The publication can be any size.

**Newsletter (electronic or print)**  
Submit a single newsletter, ensuring that the submission reflects the quality and diversity of content that the newsletter consistently delivers.



## ENTRY REQUIREMENTS

- All entries must be created for a local government initiative or project.
- Entries can only be submitted for one category (*for example, a municipal video included in a marketing campaign entry cannot also be submitted for municipal video category*).
- At least one part of the entry must have been created and/or used during the last 24 months.
- Entries must be submitted electronically and include a summary description for each item requested on the entry form. Extra space will not be provided.
- Each category will be judged independently from the other categories by a panel of peers (local government communicators in Florida).
- Awards in any given category are granted at the sole discretion of the judging panel.
- Each category will include specific guidelines on types of supporting documentation to include.
- A fee of \$40 (member)/\$75 (nonmember) must be submitted for each entry.
- You are not limited on how many entries you submit.

## JUDGING CRITERIA

- Submissions within each category will be judged on:
  - > Goals and objectives
  - > Creativity
  - > Strategy, execution and outcomes
  - > Plus, category-specific criteria as indicated on the entry form.
- Each category will be judged independently from the other categories by a panel of peers (local government communicators in Florida).
- Awards in any given category are granted at the sole discretion of the judging panel.

## IMPORTANT DATES

- Submissions are due by **5:00 p.m. ET on February 29, 2024.**
- Finalists will be notified on **March 29, 2024.**
- Awards will be formally announced and presented during the 2024 FMCA Annual Conference Luncheon on **May 17, 2024.**

Submissions are due  
**February 29, 2024**



## CAMPAIGNS

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### MARKETING CAMPAIGN - EXTERNAL RESOURCES

- Submit a suite of materials developed for a product, service, disaster preparedness, event or branding initiative produced with the help of an external entity, i.e., a PR firm, video production agency, freelance talent, etc. (three to five pieces with a common theme).
- Videos must not exceed five minutes. The content of print and digital materials should be centered on the campaign content. (For example, if a campaign ad appears in a magazine, only include the ad content with your submission.)
- Submissions will be judged on areas such as creativity, consistency and community impact.

**SUPPORTING DOCUMENTATION SUGGESTIONS:** Print, video, digital or social media.

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### MARKETING CAMPAIGN PRODUCED IN-HOUSE

- Submit a suite of materials developed for a product, service, disaster preparedness, event or branding initiative produced entirely using internal resources (three to five pieces with a common theme).
- Videos must not exceed five minutes. The content of print and digital materials should be centered on the campaign content. (For example, if a campaign ad appears in a magazine, only include the ad content with your submission.)
- Submissions will be judged on areas such as creativity, consistency and community impact.

**SUPPORTING DOCUMENTATION SUGGESTIONS:** Print, video, digital or social media.

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### SOCIAL MEDIA CAMPAIGN

- Submit posts developed for a product, service, disaster preparedness, event or branding initiative (three to five pieces with a common theme).
- Submissions will be judged on areas such as creativity, consistency, and community impact.

**SUPPORTING DOCUMENTATION SUGGESTIONS:** Campaign analytics, screenshots of engagement.



## MOMENTS + EVENTS

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### SOCIAL MEDIA POST

- Submit a single, graphically designed social media post with caption if applicable.
- Submissions will be judged on areas such as visual creativity, originality, aesthetics, and relevance.

**SUPPORTING DOCUMENTATION SUGGESTIONS:** Post analytics, screenshots of engagement, etc.

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### VIDEO PRODUCED EXTERNALLY

- Submit a single video for an educational campaign, event or product/service launch produced with the help of an external entity, i.e., a PR firm, video production agency, freelance talent, etc.
- Videos must not exceed five minutes.
- Submissions will be judged on areas such as creativity and innovation, clear messaging, production quality, inclusivity and overall presentation.

**SUPPORTING DOCUMENTATION SUGGESTIONS:** Summary of video's goals and objectives, as well production process, target audience and overall impact.

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### VIDEO PRODUCED IN-HOUSE

**This award is exclusive to municipalities only.**

- Submit a single video for an educational campaign, event or product/service launch produced entirely using department staff/resources.
- Videos must not exceed five minutes.
- Submissions will be judged on areas such as creativity and innovation, clear messaging, production quality, inclusivity and overall presentation.

**SUPPORTING DOCUMENTATION SUGGESTIONS:** Summary of video's goals and objectives, as well production process, target audience and overall impact.



## **MOMENTS + EVENTS** (continued)

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### **ANNUAL REPORT (PRINT OR DIGITAL)**

- Submit a single annual report produced within the last two fiscal years.
- Reports will be judged on areas such as aesthetics, innovation, clarity/accessibility and comprehensiveness.

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### **SPECIAL EVENT OR COMMEMORATION**

**This award is exclusive to municipalities only.**

- Submit a suite of materials (three to five pieces with a common theme) centered on marketing and communications for a specific event, i.e. a parade, holiday festival, ribbon cutting, etc.
- Submissions will be judged on areas such as creativity, effectiveness and overall outcomes, attendance, earned media, etc.

**SUPPORTING DOCUMENTATION SUGGESTIONS:** Summary of earned media, attendance, event feedback, print, video, digital or social media elements.

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### **CRISIS RESPONSE**

**This award is exclusive to municipalities only.**

- Submit a comprehensive document outlining the crisis, communication challenges, response deployed and the positive outcomes achieved.
- Submission will be judged on areas such as clarity, consistency, thoroughness and skill when responding to an unforeseen challenge.

**SUPPORTING DOCUMENTATION SUGGESTIONS:** Press releases, social media posts and any crisis-specific collateral.



## ONGOING EFFORTS

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### BRAND BOOK OR STYLE GUIDE

- Submit the single brand book or style guide in current operation by your local government.
- Submission will be judged on areas such as creativity, clarity, consistency and innovation.

**SUPPORTING DOCUMENTATION SUGGESTIONS:** Examples of how the brand book has been applied across various channels and campaigns.

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### PODCAST

- Submit podcast clips or excerpts (max. three 10-minute segments) showcasing key moments that define the essence of your podcast. You can submit links to entire shows and provide timecodes for actual submission excerpts.
- Submissions will be judged on areas such as content/writing, production quality and overall experience.

**SUPPORTING DOCUMENTATION SUGGESTIONS:** A compelling summary of your podcast, highlighting its unique value proposition and impact, analytics, etc.

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### WEBSITE

- Submit a link to the homepage of your local government website.
- Submissions will be judged on areas such as user-friendly design, intuitive navigation and the seamless delivery of essential services and information.

**SUPPORTING DOCUMENTATION SUGGESTIONS:** A compelling summary of citizen engagement with the site and any unique web features, such as interactive tools, community forums and real-time communication channels that facilitate a two-way dialogue between residents and government officials.



## **ONGOING EFFORTS** (continued)

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### **COMMUNICATIONS PLAN**

- Submit a detailed copy of the local government's strategic communication and marketing plan. This document should outline the goals, objectives, target audience, key message and strategies employed, metrics and outcomes. Submitted plans can focus on a single aspect, such as social media strategy.
- Submissions will be judged on areas such as overall strategic planning, clear messaging, measurable impact, adaptability and innovation.

**SUPPORTING DOCUMENTATION SUGGESTIONS:** A compelling summary of your plan, including samples of the content generated from the plan, ways it's been used for cross-departmental collaboration and citizen response, if any.

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### **MAGAZINE (ELECTRONIC OR PRINT)**

- Submit a single issue of your municipal or county magazine from the last 24 months. The publication can be any size.
- Submissions will be judged on areas such as aesthetic appeal, readability and the effective use of layout and typography.

**SUPPORTING DOCUMENTATION SUGGESTIONS:** A compelling summary of your magazine, including a timeline for production, the number of staff responsible for magazine content, distribution numbers, etc.

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### **NEWSLETTER (ELECTRONIC OR PRINT)**

- Submit a single newsletter, ensuring that the submission reflects the quality and diversity of content that the newsletter consistently delivers.
- Submissions will be judged on areas such as clarity and accessibility, design and visual appeal and measurable impact.

**SUPPORTING DOCUMENTATION SUGGESTIONS:** A compelling summary of your newsletter, including how often it comes out, who helps to produce it, readership, engagement, etc.