

Call For Entries

*The Cable***FAXIES** awards



ENTRY DEADLINE: JANUARY 20, 2012

*Saluting Cable's Top Marketing
& PR Programs and People*

www.CableFaxiesAwards.com

The CableFAXIES Awards salute the year's most outstanding communications initiatives and programs in the highly competitive and dynamic Cable arena. The coveted awards set the industry benchmark for excellence across all areas of PR and marketing. The Winners of the CableFAXIES Awards are from networks, operators, PR firms, vendors, corporations, agencies and other entertainment companies who took chances, made tremendous strides and understand the power of PR and marketing in the cable industry.

Your hard work is done — now it's time for you and your team to get recognized for it! CableFAX will salute the winners of the FAXIES Awards in Spring 2012 at the Grand Hyatt in New York City.

WHO SHOULD ENTER?

The CableFAXIES Awards are open to all individuals and teams worldwide, including: cable operators and programmers, PR firms, vendors, public affairs and IR agencies, publicity firms, cable associations, non-profits, government agencies, NGO teams and sole practitioners. Vendors are also eligible to compete on behalf of a client.

CATEGORIES:

Campaign Categories:

(Where applicable, separate awards are given for National and Regional programs and for Programmer, Operator and Vendor)

- Advertising Campaign for a Single Program
- Advertising Campaign for a Network
- Corporate Social Responsibility/Green Campaign
- Community Relations
- Direct Response Marketing
- **NEW:** Faith-Based Marketing
- Integrated Marketing Campaign
- Marketing Campaign
- Marketing of a New Series or Show
- Marketing of a Continuing Series
- Marketing of a Special or Documentary/ Documentary Series
- Media Event
- Media Relations Campaign
- Mobile Marketing Campaign
- Multicultural Marketing
- Press Kit
- Programming Stunt
- PR Stunt
- Public Affairs Campaign
- **NEW:** Social Media During a Program
- Social Media Marketing
- **NEW:** Sweepstakes and Games Marketing
- **NEW:** Technology Vendor Marketing (Consumer)
- **NEW:** Technology Vendor Marketing (B2B)
- Trade Show Marketing/PR
- Tchotchkey
- Video: use of video or moving image
- Viral Marketing Campaign
- **NEW:** Youth Marketing



People Categories:

(Awards can be given at 5 levels: Programmer, National; Programmer, Regional/Local; Operator, MSO; Operator, Local System; and Vendor)

- Marketer of the Year, VP Level and above
- PR Executive of the Year, VP Level and above
- Public Affairs Executive of the Year
- **NEW:** Up and Comer Award
- Marketing Team of the Year
- PR Team of the Year

NATIONAL & INTERNATIONAL RECOGNITION

The CableFAXIES Awards serve as a testament to you and your team's success. Present your best PR and marketing efforts and become one of the select CableFAXIES Awards recipients.

CableFAXIES Awards Winners will gain:

- Recognition at Awards Luncheon honoring the winners and honorable mentions.
- A crystal award.
- Recognition in CableFAX Daily and exposure through email promotions and press releases.
- Promotions via a profile in CableFAX Magazine's special CableFAXIES Awards Issue.
- Coverage on CableFAX.com and a link to the winner's Web site.

GENERAL ENTRY RULES

Eligibility Period

To be eligible, the entry/campaign initiative must have taken place (either in part or in full) between February 1, 2011, and January 15, 2012. Some of the work must have occurred during this time, but it's not necessary for it to be completed during the eligibility period.

HOW TO ENTER

Compiling Your Entry

At the beginning of your two-page synopsis, the following information must be listed:

- Category entered
- Title of entry (as it would appear on your award)
- Team members (on campaign) or person who is entering
- Key contact for entry
- Organization submitting entry
- Budget (All budget information is strictly confidential and will not be published w/o expressed permission.)
- Photos

There are no binder specifications when compiling your entry.

YOUR WRITTEN ENTRY

For Campaign Categories:

Please include a 1- to 2-page synopsis describing your campaign or PR initiative using the following sub headings:

- Objectives
- Strategy
- Tactics
- Execution
- Evaluation of Success/Results/ ROI

For People Categories

Please include a 1- to 2-page synopsis with the following information: In 500 words or less, why you or the person you're nominating should win this award. Please cover the following:

- a) Professional PR/Marketing achievements in 2009*
- b) Specific campaigns or efforts spearheaded by this person and related outcomes
- c) Leadership qualities (ability to manage internally, intra-departmentally and externally)
- d) Innovative thinking
- e) Sound judgment
- f) Flexibility
- g) Creativity
- h) Financial management (where applicable)

Supporting materials for all categories should show evidence of the success of your work. It can be any of the following: Sales Figures, Brand Media Coverage, Clippings, Photos, CDs, Research Documents, and Testimonials.

What to Send?

Send three (3) copies of your entry form, three (3) copies of your synopsis, three (3) sets of supporting materials and the entry fee.

DEADLINES

Deadline: January 20, 2012 (postmarked)

Late Deadline: January 27, 2012 (postmarked)

All entries must be postmarked by Friday, January 20, 2012. Entries postmarked between January 21, 2012 and January 27, 2012, please add a \$199 late fee per entry. Finalists honored in Spring 2012 at Grand Hyatt in New York City.

WHERE TO SEND ENTRY

Mary-Lou French, CableFAXIES Awards, Access Intelligence, LLC, c/o CableFAX, 4 Choke Cherry Road, 2nd Floor Rockville, MD 20850

Please indicate on the left-hand corner of the envelope the categories you are entering. CableFAX will not return any entries or supporting materials.

ENTRY FEES

The price of each primary entry is \$300. If you submit the same entry into multiple categories, the additional fee is \$199 per category. Late entry surcharge of \$199 per entry. Payment in full must accompany the entry. Entry fees are not refundable. Multiple Entries are accepted and encouraged. A single entry can be entered into one or more categories. Please follow the "How to Enter" instructions above for each additional category you will be entering.

SPONSORSHIP OPPORTUNITIES

To sponsor the CableFAXIES Awards Luncheon & Issue, please contact Debbie Vodenos at (301) 354-1695; dvodenos@accessintel.com or Amy Abbey at (301) 354-1629; aabbey@accessintel.com.

ENTRY QUESTIONS

Please contact awards coordinator Mary-Lou French at mfrench@accessintel.com.

CableFAXIES Awards Entry Form ■ Deadline: January 20, 2012

Detach and return with entry

Full payment must accompany all entries/entry packets. If you are paying by check, make a note as to how many entries you are paying for. Please ensure you complete all sections below and provide all required details with your entry. This entry form can also be found at www.CableFaxiesAwards.com

CAMPAIGN CATEGORIES

- Advertising Campaign for a Single Program
- Advertising Campaign for a Network
- Corporate Social Responsibility/Green Campaign
- Community Relations
- Direct Response Marketing
- NEW:** Faith-Based Marketing
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- NEW:** Youth Marketing

PEOPLE CATEGORIES

- Marketer of the Year, VP Level and above
- PR Executive of the Year, VP Level and above
- Public Affairs Executive of the Year
- NEW:** Up and Comer Award
- Marketing Team of the Year
- PR Team of the Year

Title of Entry (as you'd like it to appear on your award)

City

Contact Name/Job title

State/Zip

Company Name

Telephone of Contact

Agency Name (if applicable)

Fax

Contact Address

Email Address (Required)

ENTRY FEE

- Primary entry: \$300 each \$300 each \$ _____
 - Secondary entry of same campaign** into one or more categories: \$199 each \$199 each \$ _____
 - Late entry fee: \$199 per entry \$199 each \$ _____
(for entries sent between Jan. 21 and Jan. 27)
- Total \$ _____

PAYMENT OPTIONS

- Check (payable to *CableFAX*) Money Order
- Mastercard Visa Discover American Express

Credit Card # _____

Exp. _____

Print name of card holder _____

Signature _____

The late entry fee must be applied to each individual entry postmarked after January 20, 2012

* Payment in full must accompany the entry.

** If your organization is entering another campaign, please submit separate entry form.

Entry fees are not refundable.

Access Intelligence Federal Tax ID#: 52-2270063

The CableFAXIES Awards FAQs



How are the entries judged?

Entries are judged by Cable industry executives, as well as by the staff of *CableFAX Daily* and *CableFAX: The Magazine*. We evaluate your entry based on creativity, innovation, sound planning implementation and results. Our most important criterion is proven success in aligning your strategic objectives with your end goals. The information you provide is held in the strictest confidence.

Who is eligible to win an award?

The CableFAXIES Awards are open to all individuals and teams worldwide, including: Corporations, PR Firms, Vendors, Public Affairs and IR Agencies, Publicity Firms, Cable Associations/non-profits, Government Agencies, and NGO teams, and sole practitioners. Vendors are also eligible to compete on behalf of a client.

Where and when will the reception be held?

The winners and honorable mentions will receive their CableFAXIES Awards in Spring 2012 during an awards Luncheon at the Grand Hyatt in New York City.

How do I increase my chances of winning an award?

Emphasize the goals of your campaign, as well as your campaign's achievements in your introduction. Provide as many concrete and specific examples of success as possible, and explain clearly and succinctly your research, planning, implementation and measurement of the campaign. For the people categories include recent achievements, testimonials and supporting material.

When will I be notified about the status of my entry?

You will be contacted by CableFAX staff regarding the status of your entry only if you are named a finalist in the awards program. Finalists are notified 30-60 days in advance of the CableFAXIES Awards Luncheon.

Must we include our campaign budget?

It's not a requirement, but it helps the judges to better compare your campaign against other entries. Include at least a reasonable budget range. The judges always take into account the campaign budget relative to the goals and outcome. All information is confidential and will not be published.