

**Call For Entries**

# *The CableFAXIES* awards



**ENTRY DEADLINE: MARCH 1, 2013**

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

**[www.CableFaxiesAwards.com](http://www.CableFaxiesAwards.com)**

# 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 May 2013 during an awards Luncheon 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 All information is confidential and will not be published.



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 May 2013 in New York City.

**WHO SHOULD ENTER?**

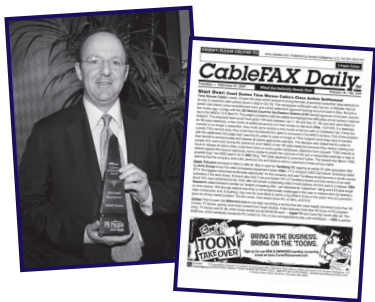
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**CATEGORIES:**

**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
- 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
- Multicultural Marketing
- Press Kit
- Programming Stunt
- PR Stunt
- Public Affairs Campaign
- Social Media During a Program
- Social Media Marketing
- Sweepstakes and Games Marketing
- Technology Vendor Marketing
- Trade Show Marketing/PR
- Tshotchke



**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
- 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 Daily'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 January 1, 2012, and December 31, 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:** March 1, 2013 (postmarked)

**Late Deadline:** March 9, 2013 (postmarked)

All entries must be postmarked by Friday, March 1, 2013. Entries postmarked between March 2, 2013 and March 9, 2013, please add a \$199 late fee per entry. Finalists honored in May 2013 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 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: March 1, 2013**

*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](http://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

- 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
- Multicultural Marketing
- Press Kit
- Programming Stunt
- PR Stunt
- Public Affairs Campaign
- Social Media During a Program

- Social Media Marketing
- Sweepstakes and Games Marketing
- Technology Vendor Marketing
- Trade Show Marketing/PR
- Tshotchke

**PEOPLE CATEGORIES**

- Marketer of the Year, VP Level and above
- PR Executive of the Year, VP Level and above
- 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 (for entries sent between March 2 and March 9)      \$199 each \$ \_\_\_\_\_
- 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 March 1, 2013

\* 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**