2025 Spotlight on Excellence Entry Format Guide

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Introduction

The following guide provides specific requirements for Spotlight entry materials, including preferred formats and hard copy requirements where applicable. Please review the specific categories for your entries for accurate guidance.

All entries will require supporting materials digitally via the Award Force application form.

Tips, Tricks, & Important Reminders!

- If you include direct links (for cloud-based sharing, such as Dropbox links), please be sure that there are no passwords required and that the content remains accessible.
- Broken or inaccessible links may cause delays in judging or impact scoring.
- Where possible, consolidate all assets into a single PDF and <u>do not include more than four separate attachments</u> with your entry.
- Hard copy materials postmarked after the December 5, 2024 deadline will not be accepted.

Hard Copy Information

For entries requiring hard copies, please be sure to send ***two copies*** of each asset.

All hard copies of submission materials should be sent to the Spotlight on Excellence Administrator at the address below.

> Talia Hamm
> Blue Wagon Group
> 1108 Claude Street
> Dallas, TX 75203

Materials must be postmarked no later than December 5, 2024.

Questions?

Email spotlightonexcellence@nreca.coop or call 916.254.9058.

Writing Entries

WRITING ENTRIES	What to Submit	Hard Copy Required?	Other Notes
1. **Best News Story** *(At-Large Category)*	One of the following: • PDF of news release / announcement. • URL link to the news release / announcement in the print or digital publication where it appeared.	No, not required.	While not required, you are welcome to send any hard copy/supporting materials if you feel it will benefit your entry.
2. **Best Feature Story** *(At-Large Category)*	One of the following: • PDF of the story. • URL link to the story in the print or digital publication where it appeared.	No, not required.	While not required, you are welcome to send any hard copy/supporting materials if you feel it will benefit your entry.
3. **Best Column or Blog Post** *(At-Large Category)*	One of the following: • PDF of the story. • URL link to the column or blog post in the print or digital channel or publication where it appeared.	No, not required.	While not required, you are welcome to send any hard copy/supporting materials if you feel it will benefit your entry.

WRITING ENTRIES	What to Submit	Hard Copy Required?	Other Notes
4. Best External News Publication	Hard copies, PDF(s) or URL link(s) to up to three of the best issues.	No, not required.	While not required, you are welcome to send any hard copy/supporting materials if you feel it will benefit your entry. **PLEASE NOTE** – If publication is semi-annual, submit BOTH issues.
5. Best Internal News Publication	Hard copies, PDF(s) or URL link(s) for up to three of the best issues.	No, not required.	While not required, you are welcome to send any hard copy/supporting materials if you feel it will benefit your entry. **PLEASE NOTE** – If publication is semi-annual, submit BOTH issues.
6a. Best Special Publication – Small (1 to 8 pages)	PDF(s), JPG(s), or URL link(s) to a sample.	**Hard copies are required if the original publication was produced via print format.** • If submitting a hard copy entry, two hard copy samples of the publication will be required. Hard copy samples must be mailed to the Awards Administrator at the address listed on Call for Entries and postmarked no later than Dec. 5, 2024.	If your submission was only produced via digital format, please indicate this in your entry form. For exclusively digital publications, no hard copy materials are required.

WRITING ENTRIES	What to Submit	Hard Copy Required?	Other Notes
6b. Best Special Publication – Large (More than 8 pages)	PDF(s), JPG(s) or URL link(s) to a sample.	**Hard copies are required if the original publication was produced via print format.** • If submitting a hard copy entry, two hard copy samples of the publication will be required. Hard copy samples must be mailed to the Awards Administrator at the address listed on Call for Entries and postmarked no later than Dec. 5, 2024.	If your submission was only produced via digital format, please indicate this in your entry form. For exclusively digital publications, no hard copy materials are required.
7. Best Annual or Impact Report	PDF(s), JPG(s) or URL link(s) to a sample.	**Hard copies are required if the original publication was produced via print format.** • If submitting a hard copy entry, two hard copy samples of the publication will be required. Hard copy samples must be mailed to the Awards Administrator at the address listed on Call for Entries and postmarked no later than Dec. 5, 2024.	If your submission was only produced via digital format, please indicate this in your entry form. For exclusively digital publications, no hard copy materials are required.

Digital Entries

DIGITAL ENTRIES	What to Submit	Hard Copy Required?	Other Notes
8. Best Web-Based Project	One or a combination of the following: • PDF(s) • JPG(s) • URL link(s) that showcase the project.	No, not required.	**PLEASE NOTE –** If applicable, please provide videos in MP4 format showcasing the digital tool / resource / platform in action.
9. Most Innovative Use of Digital Engagement	One or a combination of the following: • PDF(s) • JPG(s) • URL link(s) showcasing the program, mobile site, application or podcast hosting service.	No, not required.	**PLEASE NOTE –** If applicable, please provide videos in MP4 format showcasing the digital tool / resource / platform in action.

DIGITAL ENTRIES	What to Submit	Hard Copy Required?	Other Notes
10. Best Social Media Post	One or a combination of the following: • PDF(s) • JPG(s) • URL link(s) showcasing the post and post engagement metrics, where available.	No, not required.	**PLEASE NOTE** – If applicable, please provide videos in MP4 format showcasing the digital tool / resource / platform in action.
11. Best Social Media Campaign	One or a combination of the following: • PDF(s) • JPG(s) • URL link(s) which showcase the campaign or program.	No, not required.	**PLEASE NOTE** – If applicable, please provide videos in MP4 format showcasing the digital tool / resource / platform in action.
12. Best Short-Form Video (2 Minutes or Less)	• Must include the following: • MP4 or URL link(s) to the video file or hosting site. Please ensure any links provided remain accessible. • A script or	No, not required.	**PLEASE NOTE** - Videos with unscripted interviews or drone footage may submit storyboards in place of a script.

DIGITAL ENTRIES	What to Submit	Hard Copy Required?	Other Notes
	storyboard in PDF or Word format, along with any special instructions for viewing.		
13. Best Long-Form Video (More Than Two Minutes)	Must include the following: • MP4 or URL link(s) to the video file or hosting site. Please ensure any links provided remain accessible. • A script or storyboard in PDF or Word format, along with any special instructions for viewing.	No, not required.	**PLEASE NOTE -** Videos with unscripted interviews or drone footage may submit storyboards in place of a script.

Artistic/Design/Other Entries

ARTISTIC/DESIGN	What to Submit	Hard Copy Required?	Other Notes
14. Best Photo	All of the following: • A high-resolution JPG of the photo and a PDF. • Screen shot of the photo in use. • A URL link to the photo and use case.	No, not required.	While not required, you are welcome to send any hard copy/supporting materials if you feel it will benefit your entry.
15. Best Graphic Design	One of the following: • PDF(s) of the final project/asset(s) in use. • JPG(s) of the final project/asset(s) in use. • URL link(s) to the final project/asset(s) in use.	Only required from winners.	**PLEASE NOTE** - If the design was printed, two hard copy samples will be required from Gold Winner(s). Entrants are not required to submit hard copies upon initial submission.
16. Best Digital or Print Ad	One of the following: • PDF(s) of the final project/asset(s) in use • JPG(s) of the final project/asset(s) in use. • URL link(s) to the final project/asset(s) in use.	Only required from winners.	**PLEASE NOTE** - If the design was printed, two hard copy samples will be required from Gold Winner(s). Entrants are not required to submit hard copies upon initial submission.

ARTISTIC/DESIGN	What to Submit	Hard Copy Required?	Other Notes
17. Best External Event	One or a combination of the following: • PDF(s) • JPG(s) • URL link(s) showcasing materials used for the event, including key promotional materials, and up to six photos of the event and/or displays.	No, not required.	While not required, you are welcome to send any hard copy/supporting materials if you feel it will benefit your entry.
18. Best Internal Engagement	One or a combination of the following: • PDF(s) • JPG(s) • URL link(s) showcasing materials used for the event, including key promotional materials, and up to six photos of the event and/or displays.	No, not required.	While not required, you are welcome to send any hard copy/supporting materials if you feel it will benefit your entry.
19. Best Wild Card	One or a combination of the following: • PDF(s) • JPG(s) • URL link(s) showcasing the program or materials.	Not required, but strongly encouraged.	For wild card entries with physical assets, you are strongly encouraged to provide hard copy materials with your entry if applicable.

Featured Entry

FEATURED ENTRY	What to Submit	Hard Copy Required?	Other Notes
20. Best Strategic Communications Campaign and Edgar F. Chesnutt Award	One or a combination of the following: • PDF(s) • JPG(s) • URL link(s) showcasing all materials used in the campaign or program.	Only required for winners, after notification of winning entry, but strongly encouraged for all entrants.	Chesnutt winners are required to provide two hard copy samples after notification of winning. While hard copies are not required at the time of entry, entrants are encouraged to provide hard copy samples for judging, if available.

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