



# 2005 BEACON *Awards*

*Honoring excellence  
in public affairs  
throughout the  
cable industry*

Awarded during FORUM 2005  
May 1-4 in Washington, DC

For more information, visit  
[www.ctpaa.org](http://www.ctpaa.org)  
or call 800-210-3396 (toll free)  
or 202-775-1081

presented by  
CTPAA and **Multichannel**<sup>NEWS</sup>

*early bird:*  
**November 19, 2004**

*deadline:*  
**December 3, 2004**

# The Beacon Awards... Recognizing The Best Among Us

Each year CTPAA sponsors the Beacon Awards competition, honoring excellence in public affairs throughout the cable industry. Beacon Award finalists and winners achieve peer, industry and local market recognition for their exemplary work, while setting a standard for their colleagues to emulate.

## Step 1

### Determine Eligibility

- Eligible entrants for the Beacon Awards are cable operators, regional and national cable networks, state and regional associations, marketing co-ops, and vendors (hardware and software providers).
- You must be a CTPAA member to submit an entry. If you are not a current member, your membership fee of \$200.00 should accompany your entry along with a completed application.
- Entries must represent work executed and results achieved between November 8, 2003, and November 19, 2004.

## Step 2

### Choose The Correct Entry Category

Pick one (1) from each of the following three sections: (A) target audience, (B) type of initiative/component and (C) entrant classification. Mark your picks for each section on the entry form. For example: Community; Full Campaign/Series; MSO.

#### (A) Target Audience

Select a category that best describes the intended audience from one of the following groups.

##### *Community*

A project that makes a measurable contribution to the community and/or enhances the image of the cable telecommunications company. The entry can be aimed at the community at large or at a segment of the community that may or may not include current customers.

##### *Customers*

A project that educates and informs customers about the value of your company's services, and in doing so, improves the image of your company. This category is aimed at current or potential customers.

##### *Education*

A project aimed at, or in partnership with, educational institutions, local schools or school districts, designed to enhance the awareness of the cable industry's educational commitment and/or use of Cable in the Classroom or other educational programming.

##### *Employees*

A project designed to increase employee awareness and reinforce an understanding of key business strategies and the industry environment.

##### *Government*

A project aimed at, or in partnership with, national, state or local government officials that is designed to educate its audience and reinforce the value of cable services.

##### *Media*

An initiative directed at educating and/or informing the media about an industry or local issue, event, or a campaign with an impact on your company. The initiative should garner maximum media exposure of the company's perspective or build exposure to drive program viewership.

##### *Members*

An initiative originated by national/regional/state cable associations or nonprofits such as NAMIC or Cable Positive, the New England Cable and Telecommunications Association or Ohio Cable Telecommunications Association to educate and inform their members about industry issues.

#### (B) Type of Initiative or Component

Choose one (1) of the following descriptions that best fits the initiative or project component.

##### *Full Campaign/Series*

A campaign implemented in phases or on an ongoing basis. Suggested support materials for entry submission are print advertising, brochures, direct mail, videos, newsletters, correspondence, photographs, media outreach, marketing products (premiums), electronic and online communications, television ads, radio spots, posters, etc.

##### *Full Campaign/Single Activity*

A campaign implemented around a single activity. Suggested support materials for entry submission are print advertising, brochures, direct mail, videos, newsletters, correspondence, photographs, media outreach, marketing products (premiums), electronic and online communications, television ads, radio spots, posters, etc.

##### *Video Promotion or PSA/Series*

A series of two or more related public service announcements or promotional spots that address a community concern, promote the value of cable services, or promote cable's contributions to the community. Each piece must be fewer than two minutes in length.

##### *Video Promotion or PSA*

A single public service announcement or promotional spot that addresses a community concern, promotes the value of cable services, or promotes cable's contributions to the community. The piece must be fewer than two minutes in length.

### *Programming/Series*

A series of two or more related programs produced by a cable company that aired locally, regionally or nationally. Each program must be more than two minutes in length. The series might be focused on community activities, political affairs, news or sports.

### *Programming/Single Program*

A single program produced by a cable company that aired locally, regionally or nationally. The program must be more than two minutes in length. The single program might be focused on community activities, political affairs, news or sports.

### *Print Materials*

Brochures, newsletters, press kits, direct mail, or special informational pieces that address company or industry issues, editorial board materials, annual reports, print ads, posters, etc., used as stand-alone pieces or as a campaign component.

### *Web Site*

The Web site entry can be a short or long term promotion, a company's Intranet site or Internet site, or an informational site for customers and the community. Please submit print materials and a CD-ROM with the appropriate files and directions for viewing for judges to review. Print materials and files can be a representation of the Web site. All Web site entries must operate from the actual media source it is sent on CD-ROM. No downloads or installs please. No live URLs will be accepted.

## **(C) Entrant Classification**

Select the appropriate classification based on the number of subscribers your system serves or your company type.\*

Classification	Entry Fee by	
	11/19	12/3
Cable System I (Up to 75,000 subscribers)	\$140	\$190
Cable System II (75,001 - 150,000 subscribers)	\$175	\$225
Cable System III (150,001 - 300,000 subscribers)	\$190	\$240
Cable System IV (More than 300,000 subscribers)	\$205	\$255
MSO (Corporate Office Only)	\$240	\$290
Cable Network I (Up to 9 million subscribers)	\$220	\$270
Cable Network II (9 million to 50 million subscribers)	\$230	\$280
Cable Network III (More than 50 million subscribers)	\$240	\$290
Association/Nonprofit	\$190	\$240
Hardware/Software, or New Technology Providers	\$205	\$255

\*For cable system projects that use the resources of a larger system, division or region, choose the system that reflects the number of subscribers for the larger system, division or region.

## Step 3

# Prepare the Project Summary and Addendum

### **The Summary**

Each entry must be accompanied by a project summary and addendum. The summary, no more than three (3) pages, should address the following three (3) points. Each section should be clearly marked.

#### *Planning and Strategy*

Define the project's objective(s), target audience and message, as well as any special concerns, important background information or challenges that you had to overcome in preparing to implement the project. Establish the potential for measured results. This section must include a justification statement that explains why your submission best fits into the category you have chosen. If your entry is for an initiative that has won a Beacon Award in the past, address the modifications you have made to it between November 8, 2003, and November 19, 2004.

#### *Implementation*

Describe the strategy, tactics and steps taken to implement your project. Explain how the project demonstrates efforts to build positive relationships, change behavior of the intended audience, or increase recognition of the cable industry.

#### *Results*

Detail the measurement of success for the project in relation to the goals. Include relevant numbers and describe how the project impacted the target audience. Also include formal or informal credit received (e.g. newspaper articles, thank you notes, proclamations, letters to the editor, photos, sponsorship signs, etc.). Please highlight results achieved between November 8, 2003, and November 19, 2004.

### **Addendum**

Entrants must submit a short description on disk in a Word or ASCII text file, of no more than 130 words, highlighting the overall objectives and impact of your projects. Each year, *Multichannel News* magazine publishes a special edition showcasing Beacon Award winners. Should your entry be selected for an award, this summary will be reproduced in the magazine (with edits as needed).

## Step 4

# Package Your Entry

- Be sure to enter your initiative in the **appropriate category**, and ensure that the same entry title and category are printed on all materials.
- Include two (2) copies of a completed entry form with each entry.

- Include eight (8) copies of the three-page project summary with the entry. Write the contact name, company, company address, entry title and category on the summary cover page.
- Package the entry, including the eight (8) summaries and all relevant support materials, in a binder not to exceed 11" x 17" or on a board not to exceed 30" x 36". Clean and legible copies of materials will be judged as originals.
- Video highlights must be submitted on 1/2" tape (VHS), may not exceed five (5) minutes in length, and must be accompanied by a log of contents.
- Each component of an entry (video, premium items, etc.) must be labeled with the contact name, company, company address, entry title and category.
- Do not send more than one sample of creative materials and/or video per entry.
- Multiple entries may be paid with the same check or credit card. A list of entries covered by the payment must be included in the packet.
- Please insure that your entry travels well during shipment. CTPAA is not responsible for entries arriving in unorganized condition due to shipping.
- Should your entry be selected for an award, the award and its listing in *Multichannel News* will feature the name of the company, category and entry title as it appears on the official entry form.

## Step 5

# Send Your Entry to CTPAA

.....▶ **CTPAA  
Beacon Awards  
1724 Massachusetts Avenue, NW  
Washington, DC 20036**

.....▶ **Early Bird: November 19, 2004**

.....▶ **Deadline: December 3, 2004**

# Deadline

## Questions: ??????????????????

For more information, visit CTPAA's Web site at [www.ctpaa.org](http://www.ctpaa.org).

Visit [www.ctpaa.org/bfaq.shtml](http://www.ctpaa.org/bfaq.shtml) for Beacon Awards Frequently Asked Questions; [www.ctpaa.org/members/summary.2004.shtml](http://www.ctpaa.org/members/summary.2004.shtml) for 2004 Beacon Awards Finalist Summaries (member-only section); and [www.ctpaa.org/docs/Beacon.Winner.sum.doc](http://www.ctpaa.org/docs/Beacon.Winner.sum.doc) for 2004 Beacon Award Winners.

## The Rules

- You must be a member of CTPAA to be eligible to enter.
- **Judging Criteria**  
All Beacon Award entries will be judged on:
 

<b>Planning and Strategy</b>	<b>20%</b>	Please see descriptions under Step 3.
<b>Implementation</b>	<b>25%</b>	Please see descriptions under Step 3.
<b>Results</b>	<b>25%</b>	Please see descriptions under Step 3.
<b>Presentation</b>	<b>10%</b>	Appearance, organization and completeness of the entry.
<b>Creativity</b>	<b>20%</b>	Level of creativity and innovation evidenced in the conception, use of available resources, and implementation of project.
- Projects may be submitted in more than one category. However, each entry must be accompanied by a separate entry form, a complete copy of all materials and an entry fee for each submission.
- Categories will not be combined. However, CTPAA reserves the right to eliminate categories in which there are too few entries, and to withhold awards in a category if the judges determine there are no winning entries.
- Programming entries produced by independent contractors for a local cable system must be entered by the cable system. Additionally, initiatives designed and implemented by an ad agency or public relations firm must also be entered by the partnering cable company.
- Entries will not be returned. They become the property of CTPAA and may be used in publicity materials. Do not send irreplaceable materials.
- The decision of the judges is final, and scores for individual entries will not be disclosed. Judges' comments may be obtained following the awards ceremony.
- **Don't Disqualify Yourself!** Submissions must adhere to the rules as described in this entry form and must follow the specific requirements for each category, or the entry may not be considered. You will be notified if your entry is disqualified, but the entry fee will not be refunded.

## CTPAA Special Awards

During Beacon Judging, CTPAA invites its judges to nominate entries they reviewed for the following awards:

**Golden Beacon Award**—Awarded to an initiative that has made a strong impact in the cable industry, while enhancing cable's image nationwide.

**ESPN Good Sport Award**—Designed to honor a cable affiliate for exemplary community involvement through education and sports.

**Joel A. Berger Award**—Presented to an outstanding public affairs initiative benefiting AIDS education and awareness.

**Partner Award**—Recognizes the exceptional efforts and input from a non-cable industry partner in a public affairs initiative.

# Beacon Awards Entry Form

This form is for ONE entry only. If you wish to submit more than one entry, please make copies of this form. Clearly print or type all information.

## Entrant Information

Contact Name \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Street Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone # \_\_\_\_\_ Fax # \_\_\_\_\_

E-mail \_\_\_\_\_

## CTPAA Membership Status

(If you are NOT a current member, complete the Membership Application to the right.)

- Current Member
- New Member
- Renewing Member

## Entry Information

- Early Bird Submission (must be received by 11/19/04)
- Regular (must be received by 12/3/04)

Entry Title \_\_\_\_\_

(as it would appear on a Beacon Award statue)

## Entry Target Audience (check one)

- Community
- Customers
- Education
- Employees
- Government
- Media
- Members

## Type of Initiative or Component (check one)

- Full Campaign/Series
- Full Campaign/Single Activity
- Video Promotion or PSA/Series
- Video Promotion or PSA
- Programming/Series
- Programming/Single Program
- Print Materials
- Web Site

## Entrant Classification (check one)

- Cable Sys. I (up to 75,000 subscribers)
- Cable Sys. II (75,001 - 150,000 subscribers)
- Cable Sys. III (150,001 - 300,000 subscribers)
- Cable Sys. IV (more than 300,000 subscribers)
- MSO (corporate office only)

## #of Subscribers \_\_\_\_\_

- Cable Net. I (up to 9 million subscribers)
- Cable Net. II (9 to 50 million subscribers)
- Cable Net. III (more than 50 million subscribers)
- Association/Nonprofit
- Hardware/Software, or New Technology Provider

Full Name of Category (e.g. Community; Full Campaign/Series; MSO)

Fees: (see classification chart in Step 2)

Beacon Award Entry Fee \$ \_\_\_\_\_

CTPAA Membership or Renewal Fee (complete application) \$ \_\_\_\_\_

TOTAL \$ \_\_\_\_\_

## Payment Method: (CTPAA's tax ID # is 742465139)

- Check (payable to CTPAA)  
Amount Enclosed \$ \_\_\_\_\_ Today's Date \_\_\_\_\_
- Credit Card  
Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_  
 Visa  MasterCard  American Express

Signature \_\_\_\_\_

# CTPAA Membership Application

## Entrant Information

Prefix: Please choose one:  Mr.  Ms.  Dr.

Contact Name \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Street Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone # \_\_\_\_\_ Fax # \_\_\_\_\_

E-mail \_\_\_\_\_

## Number of Years in the Industry \_\_\_\_\_ years

How did you hear about CTPAA?

- FORUM
- Web Site
- Beacon Awards
- Reference
- Other \_\_\_\_\_

## Membership Status

- New Member Referred by \_\_\_\_\_
- Renewing Member

## Company Type

- Cable Network
- Cable Company; Number of Customers \_\_\_\_\_
- State or Regional Association
- Equipment Manufacturer
- Consultant/Public Relations Firm
- Other \_\_\_\_\_

## Occupational Emphasis

- Affiliate Relations/Sales
- Community Relations
- Education
- Financial
- Government Relations
- Marketing
- Operations
- Production
- Programmer
- Public Relations
- Other \_\_\_\_\_

## Payment

Enclose payment of \$200 payable to CTPAA with this application. Membership (good for one year) is neither transferable nor refundable. Membership services will begin 2-3 weeks after receipt of application.

## Mailing Info

**CTPAA**  
**Beacon Awards**  
**1724 Massachusetts Avenue, NW**  
**Washington, DC 20036**

### Internal Use Only—Do Not Write in this Box

Entry:  Early Bird  Web Site  Reg. Code# \_\_\_\_\_

Components:	Member Status:	Fee:
<input type="checkbox"/> Video	<input type="radio"/> Current	<input type="radio"/> Entry Fee
<input type="checkbox"/> Binder	<input type="radio"/> New	<input type="radio"/> Member Pmt.
<input type="checkbox"/> Poster board	<input type="radio"/> Renewing	<input type="radio"/> Entry & Mbr.
<input type="checkbox"/> Premiums		<input type="radio"/> Mult. Entries

Payment Method:  
 Check  
 Credit Card # \_\_\_\_\_ Exp. \_\_\_\_\_

# Thank you to CTPAA Corporate Members

## Golden Benefactors

A&E Television Networks  
Advance/Newhouse Communications  
Cablevision Systems Corp.  
Charter Communications  
Comcast Cable Communications  
Cox Communications  
MTV Networks  
NBC Universal Cable Networks  
Rainbow Media Holdings  
Time Warner Cable  
Turner Broadcasting System, Inc.

## Benefactors

ABC Cable Networks Group  
ESPN  
Lifetime Television  
G4techTV  
The Weather Channel

## Friends & Associates

Adelphia Communications Corporation  
Bresnan Communications  
CableLabs  
Cable Telecommunications Association of New York  
Court TV  
C-SPAN Networks  
Discovery Networks  
Florida Cable Telecommunications Association  
Fox Cable Networks  
Game Show Network  
Gemstar-TV Guide  
Hallmark Channel  
HBO  
Indiana Cable Telecommunications Association  
Insight Communications  
International Channel  
Midcontinent Communications  
Motorola, Broadband Communications Sector  
Ohio Cable Telecommunications Association  
The Outdoor Channel  
Outdoor Life Network  
Oxygen Media  
Scientific-Atlanta  
Scripps Networks  
Showtime Networks  
Starz Encore Group  
Texas Cable & Telecommunications Association

# Important Dates to Remember

Early Bird Submission for Beacon Awards entries **November 19, 2004.**

Deadline for Beacon Awards entries **December 3, 2004.**

Beacon Awards entries will go through preliminary judging on **January 26 and 27, 2005**, in Washington, DC. A panel of senior cable public affairs professionals will judge the second round and select the winning entries.

The Beacon Awards will be presented at a gala ceremony during FORUM 2005, CTPAA's annual three-day conference. This year's conference will be held at The Ritz-Carlton in Washington, D.C. FORUM 2005 will open Sunday afternoon, **May 1** and conclude Wednesday, **May 4.**

For more information about FORUM 2005, visit the CTPAA Web site at [ctpaa.org](http://ctpaa.org) or call **800-210-3396.**

## CTPAA Mission

*"Develop and promote public affairs excellence to help achieve industry, corporate and social goals."*

### Strategic Goals

- Create a favorable environment for business growth.
- Provide professional development resources and recognition.
- Strengthen CTPAA's effectiveness.

## CTPAA and **Multichannel**<sup>NEWS</sup>

### Partners in Cable Public Affairs

CTPAA would like to thank *Multichannel News* magazine for its continued support and promotion of the Beacon Awards. Its dedication is seen repeatedly throughout the annual awards process and culminates in the publishing of the "Official CTPAA Beacon Awards Guide," highlighting all winning projects and included as a special supplement in *Multichannel News* magazine. A copy of this supplement is also forwarded by *Multichannel News* to the members of the United States House of Representatives and the United States Senate, along with a letter describing the awards program and its importance. The outreach and impact of all these efforts truly work to convey the messages of cable public affairs and the overall industry.