

2007

INTRODUCING NEW CATEGORIES

Beacon Awards™

*Honoring excellence in
public affairs throughout the cable industry*

enter today
AND BE RECOGNIZED!

Awarded during FORUM 2007
March 11-14 in Washington, DC

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

Presented by CTPAA and
Multichannel News

Early bird: November 3, 2006

Deadline: November 17, 2006

The Beacon Awards... Recognizing The Best Among Us

EACH YEAR CTPAA SPONSORS THE BEACON AWARDS COMPETITION, CABLE'S HIGHEST AWARD FOR PUBLIC AFFAIRS EXCELLENCE. 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 18, 2005, and November 17, 2006.

STEP 2

Choose The Correct Entry Category

Pick a category and entrant classification. Mark your picks for each section on the entry form. *For example: Community Relations-Cable System III.*

CATEGORY

Select a category that best describes your project from one of the following options.

COMMUNITY RELATIONS—Campaigns that seek to win the support or cooperation of—or that aim to improve relations with—people or organizations in communities that position the organization as a committed partner and deliver measurable, positive results for the cable company.

EDUCATION—Campaigns targeting schools or educators that enhance students' educational experience, position the organization as a leader in education and technology, and demonstrate the powerful impact of broadband applications, cable programming and/or new media in schools.

GOVERNMENT RELATIONS—Campaigns targeting franchise authorities, elected officials or regulators at the local, state or national levels designed to influence favorable policies and/or enhance the organization's image to ensure a positive operating environment.

NEW

INTERNAL COMMUNICATIONS—Campaigns targeted specifically to internal audiences (i.e. employees, association members, etc.) that generate clear understanding of the organization's strategy and objectives, improve morale, and/or support talent recruitment and retention efforts.

MEDIA RELATIONS—Campaigns that enhance the organization's positive public image through earned media coverage and demonstrate expertise in employing effective, strategic media relations principles and tactics.

NEW

COMPETITIVE RESPONSE—Campaigns that enhance the organization's position relative to its competitors and showcase the role of effective public affairs practices in bolstering the company's competitive strength.

NEW

BOTTOM LINE/SALES IMPACT—Campaigns managed by public affairs personnel that directly generate sales or revenue generating units (RGU) of an organization's services or deliver strong, measurable support for an organization's sales objectives.

NEW

REPUTATION/BRAND MANAGEMENT—Campaigns designed to enhance, promote or improve the reputation of an organization with its publics or targeted audiences, either proactively or in response to an issue, event or market occurrence. This can include other tactics than media relations.

NEW

EVENTS AND OBSERVANCES (SEVEN OR FEWER DAYS)—Campaigns or events scheduled for one to seven consecutive days (not including planning and preparation), including commemorations, observances, openings, celebrations or other special activities which occur within a time span of one week.

NEW

EVENTS AND OBSERVANCES (MORE THAN SEVEN DAYS)—Campaigns or events that take place for longer than a one-week period, such as a year long anniversary, or other activities including commemorations, observances, celebrations, etc.

NEW

BUSINESS TO BUSINESS COMMUNICATIONS—Public Relations campaigns designed to introduce new products, or promote existing products or services to a business audience.

NEW

CRISIS COMMUNICATIONS—Campaigns executed to deal with a crisis, an unplanned event requiring immediate response.

NEW

ISSUES MANAGEMENT—Issue-specific campaigns undertaken to deal with issues that could extraordinarily affect ongoing business strategy.

NEW

INVESTOR RELATIONS—Campaigns directed to shareowners, other investors and the investment community designed to educate, inform and positively influence investment decisions.

NEW

MULTICULTURAL PUBLIC RELATIONS—Campaigns designed to support sales goals or improve the image of the organization targeting a specific ethnic or cultural group.

NEW

INTEGRATED COMMUNICATIONS—Campaigns that demonstrate collaboration among public affairs and at least one other department (i.e. marketing, ad sales, commercial services, etc.) using integrated strategies to achieve a positive impact that could not have been achieved without integration.

NEW

NEW MEDIA CAMPAIGN—Public Relations or Public Affairs campaigns targeting key audience segments using emerging, non-traditional mediums (i.e. viral marketing/PR, blogs, social networking sites, user-generated content, wireless, innovative Web sites) to educate, inform and favorably position the organization.

PROGRAMMING (SINGLE PROGRAM)—A single program produced by a cable company or association that aired locally, regionally, or nationally which effectively utilizes the cable medium to further the organization’s objectives and enhance its standing among customers and the community.

PROGRAMMING (SERIES)—A programming series (2 or more programs) produced by a cable company or association that aired locally, regionally, or nationally which effectively utilizes the cable medium to further the organization’s objectives and enhance its standing among customers and the community.

NEW

PUBLIC SERVICE ANNOUNCEMENT (SINGLE OR SERIES)—A single public service announcement or series of public service announcements that address a community concern, promote the value of cable service or promote an organization’s contributions to the community.

NEW

SUPPORT MATERIALS—Materials created and tactics used to support a campaign. They should be creative, innovative, and the right medium to address the target audience. They may include print materials, press kits, Web sites, radio spots, premiums, etc.

ENTRANT CLASSIFICATION

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

Classification	Entry Fee by:	11/3	11/17
Cable system 1 (up to 200,000 subscribers)		\$175	\$225
Cable system 2 (200,000 to 400,000 subscribers)		\$190	\$240
Cable system 3 (more than 400,000 subscribers)		\$205	\$255
MSO Headquarters		\$240	\$290
Cable Network 1 (up to 40 million subscribers)		\$230	\$280
Cable Network 2 (more than 40 million subscribers)		\$240	\$290
Other (includes Association/Nonprofit and 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 & 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 18, 2005, and November 17, 2006.

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 (i.e. newspaper articles, thank you notes, proclamations, letters to the editor, photos, sponsorship signs, etc.). Please highlight results achieved between November 18, 2005, and November 17, 2006.

ADDENDUM

Entrants must submit a short description on a disk in a Word or ASCII text file, of no more than 120 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 DVD (preferred) or ½" tape (VHS), may not exceed five (5) minutes in length, and must be accompanied by a log of contents.
- No live URLs will be accepted for electronic media components such as Web sites. Please submit the electronic media component as print materials or as a CD-ROM or DVD with the appropriate files and directions for viewing. Print materials and files can be a representation of the electronic media. All Web sites and other electronic media must operate from the actual media source it is sent on. No downloads or installs please.
- 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.



Send Your Entry to CTPAA

- ▶ **CTPAA
Beacon Awards
25 Massachusetts Avenue, NW
Washington, DC 20001**
- ▶ **Early Bird: November 3, 2006**
- ▶ **Deadline: November 17, 2006**

Questions: ??????????????????

For more information, visit CTPAA's Web site at www.ctpaa.org. Visit www.ctpaa.org/bfaq.shtml for Beacon Awards Frequently Asked Questions; www.ctpaa.org/members/summary.2006.shtml for 2006 Beacon Awards Finalist three-page project summaries (member-only section); and www.ctpaa.org/2006_beacon_winner_summaries.shtml for short descriptions of 2006 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:

<i>Planning & Strategy</i>	20%	Please see descriptions under Step 3.
<i>Implementation</i>	25%	Please see descriptions under Step 3.
<i>Results</i>	25%	Please see descriptions under Step 3.
<i>Presentation</i>	10%	Appearance, organization and completeness of the entry.
<i>Creativity</i>	20%	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 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.

CTPAA Community Bridges 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 11/3/06)
 Regular (must be received by 11/17/06)

Entry Title

_____ (as it would appear on a Beacon Award statue)

Has this project won a Beacon Award in the past? Yes No

Category (check one)

- | | |
|---------------------------------------------------------------------|----------------------------------------------------------------------|
| <input type="radio"/> Community Relations | <input type="radio"/> Business to Business Communications |
| <input type="radio"/> Education | <input type="radio"/> Crisis Communications |
| <input type="radio"/> Government Relations | <input type="radio"/> Issues Management |
| <input type="radio"/> Internal Communications | <input type="radio"/> Investor Relations |
| <input type="radio"/> Media Relations | <input type="radio"/> Multicultural Public Relations |
| <input type="radio"/> Competitive Response | <input type="radio"/> Integrated Communications |
| <input type="radio"/> Bottom Line/Sales Impact | <input type="radio"/> New Media Campaign |
| <input type="radio"/> Reputation/Brand Management | <input type="radio"/> Programming (Single Program) |
| <input type="radio"/> Events and Observances (Seven or Fewer Days) | <input type="radio"/> Programming (Series) |
| <input type="radio"/> Events and Observances (More than Seven Days) | <input type="radio"/> Public Service Announcement (Single or Series) |
| | <input type="radio"/> Support Materials |

Entrant Classification (check one) # of Subscribers _____

- | | |
|-----------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------|
| <input type="radio"/> Cable System 1 (up to 200,000 subscribers) | <input type="radio"/> Cable Network 1 (up to 40 million subscribers) |
| <input type="radio"/> Cable System 2 (200,000 to 400,000 subscribers) | <input type="radio"/> Cable Network 2 (more than 40 million subscribers) |
| <input type="radio"/> Cable System 3 (more than 400,000 subscribers) | <input type="radio"/> Other (includes Association/Nonprofit and Hardware/MSO Headquarters Software or New Technology Providers) |

Full Name of Category (i.e. Community Relations - Cable System III)

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 Visa MasterCard American Express
 Card # _____ Exp. Date _____
- Name on Card _____

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
 Marketing Co-op
 Vendor
 Other _____

Occupational Emphasis

- | | |
|-------------------------------------------------|----------------------------------------|
| <input type="radio"/> Affiliate Relations/Sales | <input type="radio"/> Operations |
| <input type="radio"/> Community Relations | <input type="radio"/> Production |
| <input type="radio"/> Education | <input type="radio"/> Programmer |
| <input type="radio"/> Financial | <input type="radio"/> Public Relations |
| <input type="radio"/> Government Relations | <input type="radio"/> Other _____ |
| <input type="radio"/> Marketing | |

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
25 Massachusetts Avenue, NW
Washington, DC 20001

Internal Use Only—Do Not Write in this Box

Entry: Early Bird Web Site Reg. Code# _____

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

Payment Method:
 Check 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
Cox Communications
Disney & ESPN Media Networks
MTV Networks
NBC Universal Cable Networks
Rainbow Media Holdings
Time Warner Cable
Turner Broadcasting System, Inc.

BENEFACTORS

Discovery Communications
Lifetime Television
The Weather Channel

FRIENDS & ASSOCIATES

Adelphia Communications Corporation
AZN Television
BET
Bresnan Communications
Cable ONE
CableLabs
California Cable & Telecommunications Association
Court TV
C-SPAN Networks
Florida Cable Telecommunications Association
Fox Cable Networks
GSN. The Network for Games
Hallmark Channel
HBO
Insight Communications
Midcontinent Communications
Motorola
Ohio Cable Telecommunications Association
The Outdoor Channel
Oxygen Media
Scientific Atlanta, A Cisco Company
Scripps Networks
Showtime Networks
Starz Entertainment Group
Texas Cable & Telecommunications Association
Versus

Important Dates to Remember

Early Bird Submission for Beacon Awards entries **November 3, 2006.**

Deadline for Beacon Awards entries **November 17, 2006.**

Beacon Awards entries will go through preliminary judging on **January 10 and 11, 2007**, in Washington, DC. A panel of senior cable public affairs professionals will judge the second round on **January 25, 2007**, and select the winning entries.

The Beacon Awards will be presented at a gala ceremony during FORUM 2007, CTPAA's annual three-day conference. This year's conference will be held at The Ritz-Carlton in Washington, D.C. FORUM 2007 will open Sunday afternoon, **March 11** and conclude Wednesday, **March 14.**

For more information about FORUM 2007, visit the CTPAA Web site at 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^{NEWS}**

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.