

## **2016 AMA MEDIA AWARDS**

### **MOST INNOVATIVE USE OF WEBSITE OR NEW MEDIA**

State and Territory AMAs are invited to submit an entry for the “Most Innovative Use Of Website Or New Media” Award.

With new forms of media - Facebook, YouTube, Twitter, email campaigns - complementing websites, we want to recognise and award innovative approaches to getting the AMA message to members and the public. It could be clever use of the existing website or it could be smart use of the new media tools.

Judging Criteria:

- clarity of message,
- range of information,
- timeliness of information,
- audience reach,
- impact with membership,
- impact in the news media.

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### **BEST STATE PUBLICATION**

State and Territory AMAs are invited to submit an entry for the “Best State Publication” Award.

To assist in the judging process, States and Territories are asked to submit three successive editions of their magazine/newsletter.

Judging Criteria:

- quality and consistency,
- range of information,
- relevance & appeal, and
- feature stories.

State and Territory AMAs are also invited to provide information on:

- readership,
- production and design, and
- budget.

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### **BEST LOBBY CAMPAIGN**

State and Territory AMAs are invited to submit an entry for the “Best Lobby Campaign” Award.

The lobbying campaign should be one that has been directed at any level of government (local, State or Federal).

This is not to be confused with a public health campaign, although the lobby project might be supported by a public health campaign.

Judging Criteria:

- objectives,
- strategy,
- materials,
- tactics, and
- results.

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**BEST PUBLIC HEALTH CAMPAIGN**

State and Territory AMAs are invited to submit an entry for the “Best Public Health Campaign” Award for either a public health or a preventative health campaign.

A separate submission is required for each campaign nominated.

Please include campaign proposals, press articles, media releases, posters, and other relevant material.

Judging Criteria:

- relevance of campaign,
- quality & clarity of message,
- range & quality of campaign material,
- coverage of campaign, and
- effectiveness of campaign.

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**NATIONAL ADVOCACY AWARD**

State and Territory AMAs are invited to submit an entry for the “National Advocacy” Award for the best example of cooperation between the Federal AMA and the State/Territory AMAs on a major issue.

Judging Criteria:

- quality & clarity of message,
- strategy and tactics,
- coverage of campaign, and
- effectiveness of campaign.

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**Further information**

Should you require any further information regarding the 2016 AMA State Awards, please contact:

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