



Florida Law Enforcement  
Public Information Officers Association

## Call for Entries

All entries must be postmarked by **May 9, 2008**.

Florida Law Enforcement Public Information Officers Association Awards Competition Rules and Guidelines.

*The FLEPIOA Awards are divided into five categories:*

Public Image  
Community Crisis  
Internal Crisis  
Public Information Officer of the Year  
The Jack Espinosa FLEPIOA Award

*To qualify for judging, an entry must incorporate five elements:*

Need/Opportunity  
Goals  
Implementation  
Project Impact  
Budget

Support materials, a 50-word summary and a CD are also required. If you have questions about entry requirements, please contact Officer Jeffrey Messer, awards committee chair, at 561-243-7841 or [messer@ci.delray-beach.fl.us](mailto:messer@ci.delray-beach.fl.us). All entries will be judged by professionals in the public information and media fields.

## **RULES AND GUIDELINES**

*Eligibility* – Members and associates may submit an entry. There is no cost to enter. Non-members may submit an entry with a check for \$60 which will include membership in FLEPIOA for one year. An individual may submit multiple entries in each category. There is no limit to the number of entries one person or organization may enter.

*Time Period* – The event/situation/program must have occurred between January 1 and December 31 of the past year.

*Cover Letter* – A typed cover letter must accompany each entry. The letter should not exceed two pages and should provide a brief description of the project. It should also address the following areas:

- **Need/Opportunity** – Identify and explain the situation and need for the project, as well as any research that might have been done to arrive at a solution.
- **Goals** – List the specific goals and measurable outcomes of the project.
- **Implementation** – Briefly describe how the message and vehicle were developed, how the project was carried out, and who was involved, paying particular attention to the creative aspects of the entry.
- **Project Impact** – List the accomplishments and how well the project met its objectives.
- **Budget** – Document all costs, including personnel time and other resources expended and quantity produced (if applicable).

*Support Materials* – Include news clippings, photos, letters, publications, audio/video materials, news media kits, follow-up surveys or anything else that illustrates the projects implementation or documentation of success.

*Summary* – Include a 50-word summary for use at the awards ceremony.

*Digital Image* – Submit a CD that includes:

All written material in Microsoft Word format (extension .doc)

All photos, pictures and other graphics as separate files in JPEG format (extension .jpg)

If you have other formats you would like to use, please contact Officer Jeffrey Messer, awards committee chair, at 561-243-7841 or [messer@ci.delray-beach.fl.us](mailto:messer@ci.delray-beach.fl.us).

The disc should be properly labeled with your organization, award category and entry title.

*Number of Copies* – Include three (3) copies each of the completed entry form, cover letter and entry.

*Judges* – The judges are professionals in the public information and media fields. Judges reserve the right to limit awards or make no awards in a category.

*Award winners will be announced and awards presented at the annual FLEPIOA conferences.*

*Entries must be postmarked no later than May 9. Incomplete or late entries will not be accepted.*

## **CATEGORIES**

1. Public Image – Awarded for outstanding campaigns, programs and ideas created by the public information officer, which resulted in a positive public image for the nominee's agency.
2. Community Crisis – Awarded for outstanding public information officer response to external situations, such as major crime scenes (homicides, accidents, hostage situations), natural disasters (hurricanes, tornados, floods), or other community crises (chemical spills, missing children).
3. Internal Crisis – Awarded for outstanding public information officer response to internal situations, such as use of deadly force, officers killed in the line of duty, officers arrested, sensitive internal affairs investigations, etc.
4. Public Information Officer of the Year – Awarded to the public information officer who has demonstrated outstanding performance in all three categories: Public Image, Community Crisis and Internal Crisis.
5. The Jack Espinosa FLEPIOA Award – Awarded to the public information officer who has demonstrated outstanding commitment to the Florida Law Enforcement Public Information Officers Association. This may include service as an officer, committee chair or volunteer.



# FLEPIOA

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Public Information Officers Association

## ENTRY FORM

*Photocopies of this form are acceptable. All entries must be postmarked no later than May 9, 2008.*

Name/phone number of person submitting entry: \_\_\_\_\_

Category (please circle):   Public Information  
  Community Crisis  
  Internal Crisis  
  PIO of the Year  
  Jack Espinosa FLEPIOA Award

Name of Project: \_\_\_\_\_

Organization Name: \_\_\_\_\_

PIO Name and Rank: \_\_\_\_\_

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

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

**Entries must be postmarked no later than May 9.**

**Mail to:**

**Officer Jeffrey Messer  
Delray Beach Police Department  
300 West Atlantic Avenue  
Delray Beach, FL 33444**