



## Media Award: Social Media

### General Guidelines

- The local Crime Stoppers program must be in good standing with Crime Stoppers USA, including being current in payment of dues for calendar year 2020 and 2021.
- Complete one form for each award submission. For example, if you are submitting an award for Public Service Announcement in Television and Social Media, a separate form is required for each type of media.
- As a member of Crime Stoppers USA, no fees are required for submission of award nominations, however, entries will not be returned.
- The judging panel reserves the right to place your entry into another appropriate category, if necessary. The awards committee will inform you of any such changes.
- A program having received an award in this specific category the previous year are ineligible to submit an award in that category for the current year.
- **All award nomination submissions must be submitted no later than August 20, 2021.**
- Award population categories:
  - 0 – 100,000
  - 100,001 – 250,000
  - 250,001 – 1,000,000
  - 1,000,001 and up

### Categories and Qualification of Awards

These awards are in recognition for continued support and outstanding service by a member program through the use of Social Media in providing community awareness through the use of this medium for a project, awareness campaign, event or other program enhancement.

#### Qualifications and Requirements for Social Media:

- A signed electronic registration form.
- The Crime Stoppers program must be a member in good standing with Crime Stoppers USA for calendar years 2020 and 2021.
- Media to be judged and evaluated must have occurred between January 1, 2020 through December 31, 2020.
- A 100 word synopsis describing the PSA, results from the media information and the impact it had on the community.
- Social Media:
  - Defined as a promotion regarding the local Crime Stoppers program during the calendar year of 2020.
  - The nomination will be assessed and evaluated on the following criteria: explanation of the Crime Stoppers mission and purpose; impact on the community; contribution to improving the public awareness; originality of the idea or concept utilized in the media; and, quality and excellence in the use of the media.
- **Required submission documents:**



- A signed electronic nomination form.
- A 100 word synopsis describing the Social Media results from the publicized media information and the impact it may have had on the community.
- The appropriate form of media, video, audio and/or print associated with the appropriate nominated submission.

### **Award Submission Process**

Due to the large number of applications Crime Stoppers USA receives from its membership in each of the award categories, we find it necessary to utilize an electronic submission process of award nominations. Please follow these steps below for each award nomination a Crime Stoppers program submits to Crime Stoppers USA.

Award nominations will be submitted through Google Forms, similar as in prior years. Follow the process below to complete and submit the award form and required documentation.

1. Save the specific award nomination form to your local desktop or tablet, adding your program name to the file name title when saving the file. The nomination forms are provided in a fillable Adobe Acrobat PDF file for your ease in completion.
2. Complete the entry form for each nominee/award being submitted, along with accumulating the additional files required for each award such as PDF, audio, video or photos. The Awards Committee is requesting that submitted information be provided in the following manner:
  - a. Any written documents requested in the nomination process be converted to Adobe Acrobat PDF files
  - b. Videos submitted in either .MPEG-4 or .MOV format
    - i. No video files submitted using a reference to a website or provided URL will be accepted. The program must obtain the video file and provide it to the CSUSA Awards Committee in the approved format listed above.
  - c. Any audio files be submitted in either .MP3 or .WAV format.
  - d. Any photos or pictures in .JPEG, .JPG, .PNG or .GIF format.
3. Accumulate all these files for each specific award nomination and title the file by name of the award and program name. For example, TV PSA should all be placed in a file entitled 'TV PSA for (name) Crime Stoppers Program.'
4. Once all this information is ready to submit, go to the link:  
<https://forms.gle/KhuBKH9WtP1gedU1A>
5. At this Google Forms submission site, click on 'Add Files' and upload the files for your award submission. **Remember, if you have multiple award nominations, submit each award individually.** Also, only 10 files can be submitted for each nomination, however, if you have additional files, again, send them in an additional submission using the same link.
6. After submitting your nomination, the Awards Committee will send a confirmation email of your submission for each award within 3 days of submission. If you don't receive this confirmation email, please try resubmitting.

Crime Stoppers USA wants as many award nominations for all the hard work and success stories from our local programs. Therefore, if you have any difficulties with this submission process, we encourage you to connect with K. Scott Abrams, CSUSA Board Member at [sabrams@crimestoppersusa.com](mailto:sabrams@crimestoppersusa.com). Don't know Google Forms? Need assistance with filling in



the forms? Unable to submit the files containing the forms? Please connect with Scott by email to set up some time to work through this process. Bottom line...**we want every program that wants to participate to be able to do so!**