

ClearMark Award Entry Worksheet

Please use this worksheet while preparing your nomination. It’s helpful for writing and editing your entry before using our online submission form. You can also use it to get approval on your submission with your Legal, Public Affairs or Communications teams.

This worksheet shows all the information you’ll need to provide, in the order we’ll ask for it. Please note that you won’t submit this document. You will need to enter your information using [our online form](https://centerforplainlanguage.submittable.com/submit/).

Section 1: Nominator information

The name, email address, and phone number of the person we can contact for any questions about your nomination.

Nominator

Publishing Organization

Phone number

Email

Section 2: Owner or publishing organization contact

If the nominator doesn’t work for the organization that published the entry, who can we talk to at the publishing organization?

Contact name

Email

Phone

Section 3: About the entry

How would you like to identify your entry in the Awards program and publicity?

 **Entry Title**
Entry Language

 English

 Spanish

|  |  |
| --- | --- |
| **Entry Type** Original Document Before and After  Legal Document Multimedia Website | **Original Document** – Any document created originally using plain language. Note: Enter PDFs or other documents posted on the web in this category, not the web category. **Before and After** – A revised document that includes both an original, difficult document and the revised, plain language version. Judges consider the improvements.**Legal Documents** – Regulations, contracts, leases, privacy statements, jury instructions, or other documents addressing primarily legal issues.**Website** – Websites or significant portions of websites. **Multimedia** – Materials that include short video clips, power point presentations, wizards, interactive advisors, and so on. Videos by themselves are not eligible for a ClearMark award |

**Entry Length**
This year we have subcategories of either “long” or “short” content.

 Short (up to 5 pages/screens)

 Long (more than 5 pages/screens)

**Publication date**
Was the entry published between 2014–2016? If not, it isn’t eligible for nomination.

 Yes

 No

**What is the entry trying to do or communicate?** Limit 400 words

**Who is the target reader?** Limit 100 words

Who is this entry designed for? Approximately how many people are in this group?

**What constraints were you working under?** Limit: 200 words

Describe any limitations or constraints the judges should consider, such as legal requirements, budget, time, or formatting guidelines.

**Did you evaluate the entry?** Limit: 400 words

Describe any audience research, comprehension or usability testing, or other methods you used to determine that the audience learned, understood, and remembered what you intended them to. Describe how you used audience research findings to shape or iterate your entry.

**What was your entry’s impact?** Limit: 200 words

Show how your entry increases participation or compliance, saves time or dollars, or reduce customer service calls.

**Attach your document or provide a URL** Size limit: 10MB

Accepted formats for online submission: doc, docx, rft, pdf, jpg, gif, png, zip

**Focus pages**
If your entry is more than 15 pages, please identify 5 pages that the judges should focus on.

For documents, provide page numbers. For websites, provide specific URLs. Judges will not hunt for your pages. Include both navigation pages and content pages.

1.

2.

3.

4.

5.

Section 4: Finalist/Winner information

We’ll use this information if you’re a finalist and/or category winner.

If you’re a finalist, you can receive up to three certificates. What three names would you like to feature?

Please list the name of your entry and organization, as you’d like them engraved on the trophy, if you’re selected as a Category winner or Grand ClearMark winner.

Please list your preferred contact for managing the awards/trophies, if you’re a finalist:

Please list your preferred public relations contact:

Please list any agency you’d like to feature that supported you on your project:

**Terms of participation**

By submitting this nomination for a ClearMark Award, you agree to:

* allow the Center for Plain Language to publish your entry and entry information for publicity
* allow the Center to post or link to your submissions on our website
* allow the Center to use the names and photographs or your team members and the ClearMark Awards Ceremony attendees without additional permissions

If you receive an Award of Distinction, you agree to:

* attend the awards ceremony (May 10, 2016, National Press Club, Washington, DC)
* speak to the media, if requested
* share links or copies of any internal and external publicity (news stories, blogs, videos) about your entry

Do you agree to the terms of participation?

 Yes. I agree to the terms of participation.

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