

Introduction

What is this award?

The Clarence B. Jones Impact Award honors the game-changing effect of smart, strategic communications. It is given by The Communications Network annually to an individual, team, or group whose work best represents the extraordinary impact of our craft.

Why are we giving it?

We aim to showcase effective communications in our sector so that others may learn from it and invest more deeply in the transformative power of communications for good. By drawing attention to the best our field has to offer, we hope to offer evidence and models of what strategic communications for good can accomplish.

Who's eligible?

Any social sector individual, team, or organization is eligible to win. Size and budget don't matter—we're looking for examples of strategic communications campaigns that were innovative and impactful, regardless of the resources available to them. Self-nominations are permitted.

What will a successful nominee look like?

A successful nominee will show strategic communications efforts that have elevated an issue, influenced attitudes, and/or inspired action in ways that are measurable. There is no specific timespan for this work, it may have occurred over weeks, months, or even years.

Preference will be shown to nominees whose work exhibits:

Significance: The nominee's work addresses an issue that is critical to improving lives.

Effectiveness: The nominee has been highly effective in achieving positive change. Their work has a measurable record of accomplishment.

Innovation: The nominee is advancing an innovative strategy that directly improves people's lives. The work represents a leap in creativity or a fundamental departure from usual practice.

Field leadership: The nominee has demonstrated an interest in sharing his or her model within the field for possible replication.

What does that look like in action? Our inaugural Jones Award winner was Truth Initiative, who won for their years-long, data-driven, iterative campaign against Big Tobacco that played a major role in helping teen smoking rates drop from almost 25% in 2000 to less than 6% in 2018.

Timeline

Applications will be accepted until 11:59 PM ET on Sunday, March 31, 2019. Award winner(s) will be announced in July and will be honored at ComNet19 in Austin.

What's new in 2019?

This year, the award is open to anybody, regardless of membership in The Communications Network. We also did away with our application fee and reference requirements to make the process as easy as possible for our nominators. We will also introduce a voting element to the judging process in 2019. Network members will have the opportunity to express their choice from a list of finalists.

Who is Clarence B. Jones?

Dr. Clarence B. Jones is an American hero and self-described “old lion” of the Civil Rights Movement. He served as political advisor, counsel, and draft speechwriter for Dr. Martin Luther King, Jr. and was also a successful attorney, entrepreneur, and investment banker. Currently affiliated with the University of San Francisco and Stanford, he continues to educate and inspire, as well as write and speak widely. An enthusiastic and engaged member of The Communications Network, Dr. Jones attends ComNet each year and is an active member of ComNetworkSF. He is generous with his time and intellect whenever The Network comes calling. His entire career has been about impact.

About You

Let's get started. (Please note that you will be able to attach up to three files to your nomination. Links inside responses are also permitted.)

1. Please provide your:

Name

Title

Organization

Email address

Phone (xxx-xxx-xxxx)

Nominee

We'll now collect information about your nominee.

2. Nominee information

Name

Title

Organization

Email address

Phone (xxx-xxx-xxxx)

Your relationship to
nominee

Nominee

Tell us why the nominee should be considered for The Communications Network's Clarence B. Jones Impact Award.

3. Please explain what social issue(s) the nominee's work has addressed and affected. Who was the target audience? What were the goals? (maximum 400 words)

4. Please explain how the nominee's work demonstrated significant impact using strategic communications for social good. How was success measured? Examples might include evidence of raising awareness, influencing attitudes, inspiring action, etc. (maximum 400 words)

5. What was extraordinary about this communications effort? (maximum 400 words)

Empty text box for answer to question 5.

6. What happened as a result of this strategic communications effort? (maximum 400 words)

Empty text box for answer to question 6.

7. What did the person/team/organization you are nominating do specifically to contribute to the success of this effort? (maximum 400 words)

Empty text box for response.

Nominee

Please tell us why the nominee should be considered for this award

8. In what ways has the nominee's work been innovative or represented a departure from usual practices?
(maximum 400 words)

9. Is this work replicable and scaleable? Please explain. (maximum 400 words)

10. How were data and evaluation used to measure or inform the nominee's work? (maximum 400 words)

11. Please detail how this nominee has contributed to the field of communications for good. (maximum 400 words)

Nominee

Please tell us why the nominee should be considered for this award

12. Add a file to support this nomination.

Choose File

No file chosen

13. Add a file to support this nomination.

Choose File

No file chosen

14. Add a file to support this nomination.

Choose File

No file chosen

15. Part of our judging process this year will include a Communications Network membership vote. Please distill your nomination into a few paragraphs that we can share out if you are selected as a finalist. (maximum 400 words)

16. Please share any other information you believe is important for the judges to consider. (maximum 400 words)