

# The FAXIES | FAQs

- **How are the entries judged?**

Entries are judged by the staff of *Cablefax Daily* and industry experts. We evaluate your entry based on creativity, innovation, sound planning implementation and results. Our most important criterion is proven success in aligning your strategic objectives with your end goals..

- **Who is eligible to win an award?**

Any communications team or individual — corporate, agency, association, governmental agency or nonprofit — of any size is eligible to enter The FAXIES Awards program.

- **How do I increase my chances of winning an award?**

Emphasize the goals of your campaign, as well as your campaign's achievements in your introduction. Provide as many concrete and specific examples of success as possible, and explain clearly and succinctly your research, planning, implementation and measurement of the campaign.

- **When will I be notified about the status of my entry?**

You will be contacted by the Cablefax staff regarding the status of your entry only if you are named a finalist in the awards program. Finalists are notified 30-60 days in advance of The FAXIES Awards Breakfast.

- **Is this awards program affiliated with any industry organizations?**

The FAXIES Awards is an independent competition unaffiliated with any other cable organization. Your entries are held in strict confidence by the judges and Cablefax.