



2020 MEDALLION AWARDS

YOU'VE DONE **GREAT WORK.** YOU'VE PUT IN EXTRA HOURS.
YOU DESERVE TO **BE CELEBRATED.** (AS ALWAYS, BUT ESPECIALLY NOW!)

In a time when creativity has been stretched to the limits, it's more important than ever to take the time to reflect on your relentless pursuit of excellence. Enter your finest. Enter your best. Show the world the inspirational work you and your team have produced this past year.

SPONSORED BY the National Council for Marketing & Public Relations (NCMPR), the Medallion Awards recognize outstanding achievement in design and communication at community and technical colleges in each of seven districts. It's the only regional competition of its kind that honors excellence exclusively among marketing and public relations professionals at two-year colleges.

RECOGNIZED AS the leading professional development organization for two-year college communicators, NCMPR provides regional and national conferences, webinars, a leadership institute, relevant information on emerging marketing and PR trends, and connections to a network of more than 1,700 colleagues across the country. NCMPR is an affiliate council of the American Association of Community Colleges.

JUDGING — The district Medallion Awards will be judged by a combination of NCMPR peers and industry experts (those in marketing, public relations and communication outside of community colleges) in each of NCMPR's seven districts. (NOTE: NCMPR's national Paragon Awards are judged by outside industry experts.)

WHAT'S NEW?

In the 2020 Medallion Awards competition, you'll notice a few key changes and notes.

NEW CATEGORIES. Look for the newly added "Government Relations or Community Relations" category and the updated "Communication Success Story or Crisis Communication" category.

HAVE INSPIRING COVID-19 WORK TO SUBMIT? There are plenty of categories to choose from. Not sure? Contact your Medallion coordinator if you have questions.

NO MAIL-IN REQUIRED. For this year only, you will not be required to mail physical copies. All categories will be judged online.

NO FEE INCREASES. The early-bird and regular entry fees are the same as last year.

WHO CAN ENTER

The creative effort/concept must have originated from a community or technical college or district or state governing organization for two-year colleges. Entries may not be submitted through an ad agency; make submissions through a college, district or state governing association only.

WHAT TO ENTER

Entries must have been published, broadcast, displayed and used between July 1, 2019 and June 30, 2020.

Entries must be new designs or publications in the entry year; those that represent previously submitted work with minor modifications will be disqualified.

Entries must be original, creative work **WITHOUT THE USE OF TEMPLATES** customized for individual college use.

A contestant may submit as many entries in each category as desired. The **SAME** entry may not be submitted in two separate categories except as noted.

IMPORTANT!

NCMPR carefully screens each entry and reserves the right to make adjustments to categories and placement in categories as determined to be in the best interest of those submitting entries and the contest rules. Please be sure your entries meet all category requirements. Entries that don't meet requirements may be disqualified. Sorry, fees will not be refunded.

ENTRY DEADLINES

JULY 17: EARLY BIRD

Entries must be **UPLOADED** by 5 p.m. Pacific Time.

JULY 31: REGULAR

Entries must be **UPLOADED** by 5 p.m. Pacific Time.

* Mail-in entries for print categories will not be required this year.



ENTRY FEES

NCMPR MEMBERS

EARLY BIRD

\$30 per entry
(for entries submitted on or before July 17)

REGULAR

\$40 per entry
(for entries submitted after July 17)

NONMEMBERS

\$80 per entry

ENTRY RETURNS/RIGHTS

STATEMENT — NCMPR districts assume the right to use entries for exhibition, publication and publicity. Entrants agree to hold NCMPR harmless of any claims that may be made against it by reason of such reproductions. Soliciting releases is the sole responsibility of the entrant.

RULES/APPEALS COMMITTEE —

Contestants have 30 days from the date of the awards presentation to file a written appeal with their NCMPR district. The district's executive council shall act as the final authority in all matters.

AWARDS

Gold, silver and bronze awards will be awarded in the college's name. Additional copies of awards are not available for ordering separately.

ANNOUNCEMENT OF WINNERS

Winners will be notified at the end of August if they have placed in one of the top three spots. Districts will announce the gold, silver and bronze winners in virtual ceremonies this fall.

Watch for more details at ncmpr.org/medallion-awards.

QUESTIONS? Questions about acceptable formats for entries and/or placement in specific categories should be addressed to your district Medallion coordinator. See last page for contact information.

STEP-BY-STEP SUBMISSION INSTRUCTIONS

CREATE YOUR ACCOUNT OR LOG IN

- 1) If this is your first time logging in to the award platform, go to <https://ncmpr.secure-platform.com> to create an account. Select **My Account** on the top navigation bar. Complete the required fields under **Create My Account**. You will receive an email confirmation that your account has been successfully set up.

If you don't find your college on the drop-down list, call the national office at 505-349-0500. NCMPR recommends you designate one individual from your college to submit and pay for all entries. When returning to the site, click on **My Account** to login.

- 2) If you submitted entries in the 2019 district Medallion or Paragon Awards, you will use your same username and password to log in. Go to <https://ncmpr.secure-platform.com> to log in under **My Account**.

SUBMIT ENTRIES

- 1) Click on your district page to **Submit Your Entries**.
- 2) Complete the point of contact/entrant information. Hit **Save and Next**.
- 3) Select the award category and complete the required fields.
- 4) Submit supporting documentation (URLs, PDFs, etc.). **IMPORTANT:** Ensure entry items are not password-protected. Entries could be disqualified if work samples are inaccessible.
- 5) **Save OR Complete** your entry:
 - Click **Save** if you want to save your entry information and return later to finalize it. The entry will show up under **In Progress** on your account dashboard.
 - Click **Add to Cart** to complete your entry; you can then **Make Another Entry, Print Entries** or **Checkout** (to process payment). It's recommended that you submit all entries before processing payment. Once you make payment you won't be able to go back and make revisions to your entries.

PAY FOR ENTRIES

- 1) Log in to **My Account**.
 - 2) Click on **In Cart** and select the **Checkout** button.
 - 3) You may pay by check or by credit card.
 - To guarantee the early-bird rate, you must complete the payment process on or before the early-bird deadline of July 17. If you submit entries before July 17 but don't process payment by that date, you will be charged the regular rate. (Check payments may be sent to NCMPR after the early-bird deadline as long as an invoice has been generated by July 17.)
 - If paying by check, make checks payable to NCMPR. Please include "Medallion entries" on the memo line of the check. Mail the check and a copy of the invoice to the NCMPR national office at:

NCMPR
5901 Wyoming Blvd. NE #J-254
Albuquerque, NM 87109
- * Be sure to include a copy of the invoice with your check.**
- 4) Once payment is processed, print your invoice and entry confirmation. After paying, you will receive confirmation via email. You may also go back to your account at any time to retrieve receipts/invoices.

CATEGORIES

**MAIL-IN ENTRIES ARE NOT REQUIRED THIS YEAR.
ALL ENTRIES WILL BE MADE ONLINE FOR 2020.**

PRINT

NOTE: Please upload a PDF (and photo, if available) of the entry. Include a detailed description of the physical piece, including print specs, that will help judges visualize the piece.

1. Academic Catalog or Class Schedule

2. Viewbook: Publication should be used primarily for student recruitment.

3. Annual Report: May be an annual report for the college in general, for the college foundation, or a combination of both.

4. Newsletter: Up to 16 pages in length.

5. Magazine: More than 16 pages in length.

6. Brochure (Single or Series): If submitting a series, limit to three brochures.

7. Book or Specialty Publication: Publications with a speciality niche and a longer shelf life. Includes photo books, art gallery magazines, anniversary books, commencement programs, student handbooks, literary magazines and the like.

8. Flyer (Single or Series): Single-page, one- or two-sided. No folds. Size limited to 8 1/2 x 11 or smaller. For a series, limit to three.

9. Folder: No pocket inserts allowed.

10. Postcard (Single or Series): Entries must be able to be mailed without an envelope and must meet U.S. Postal Service postcard requirements. No folded pieces allowed. For a series, limit to three.

11. Notes/Cards/Invitations (Single or Series): Includes thank-you cards, holiday greeting cards, invitations to special events, etc. For a series, limit to three.

12. Poster (Single or Series): Upload a PDF of the poster(s) and a photo of it/them in use so judges can view overall size and impact. For a series, limit to three posters.

DIGITAL / ELECTRONIC MEDIA

NOTE: For all digital/electronic entries, provide a PDF or URL for each entry.

IMPORTANT: Digital publications should be hosted online with interactive and dynamic features. Print documents that are simply saved as PDFs do not qualify.

13. Electronic Catalog, Class Schedule, Viewbook or Annual Report: Although a bit different in content, these are major college publications that provide an overview of the college's programs, classes and services.

14. Electronic Newsletter: May be targeted to either internal or external audiences.

15. E-Cards: Includes thank-you cards, holiday greeting cards, invitations to special events, etc., that are delivered in an e-format.

16. Website: Focus is on the college's entire website.

17. Microsite: Focus is on individual pages or small clusters of pages that function as a discrete entity within the college's main website.

SOCIAL MEDIA

NOTE: Judging will be done in real time, and judges will look at design, content, frequency of posts, engagement, strategy and effectiveness. Provide the URL, along with key analytics.

**** If submitting more than one social media platform, submit each as a separate entry. ****

18. Social Media: Focus is on your college's main Facebook page, Twitter OR Instagram accounts.

VIDEO

NOTE: Video files should be housed on the college website, YouTube channel or other video-sharing site. Provide a URL for the entry.

**** Be sure video entries meet all requirements and do not exceed the specified time limit. ****

19. Video-Long Form: Entries must be more than 2 minutes in duration. Used for general recruitment or image building, or for specific programs or activities.

20. Video Shorts (Single): Entries may be no longer than 2 minutes in duration and are typically used on social media, YouTube or the college website.

21. Video Shorts (Series): Entries may be no longer than 2 minutes in duration and are typically used on social media, YouTube or the college website. Limit to three in the series.

PHOTOGRAPHY/ILLUSTRATION

22. Original Photography-Unmanipulated: Color or black-and-white. OK to adjust color or blemishes. Include a brief statement of how the photo was used.

23. Original Photography-Manipulated: Color or black-and-white. Submit original photo and manipulated photo. Include a brief statement of how the photo was used and how it was manipulated.

24. Logo Design: Provide a PDF of the logo design and photos showing items with the logo in use (limit to three samples).

25. Computer-Generated Illustration: These are illustrations created in Photoshop, Illustrator and FreeHand or other digital art software. Provide a PDF of the illustration and a photo showing it in use. Items entered in this category may also be entered in other categories.

ADVERTISING

26. Print Advertisement (Single or Series): Provide a PDF. If submitting a series, limit to three.

27. Radio Advertisement (Single or Series): 60-second maximum length per spot. Provide a URL for the entry. If submitting a series, limit to three.

28. Television/Video Advertisement (Single or Series): 60-second maximum length per spot. Includes ads for TV and other video platforms like YouTube and mobile. Movie theater ads should be submitted in this category. Provide a URL for the entry. If submitting a series, limit to three.

29. Novelty Advertising: Examples include T-shirts, cups, key chains, calendars and other promotional items. Provide a photo of the item. Limit one novelty item per entry. No mail-in entries for 2020; online uploads only.

30. Digital Ad: A single ad formatted for various platforms (Facebook ads, Google ads, Web banner ads, etc.). Provide PDF, digital image or URL.

31. Outdoor Media (Single or Series): Entries may be billboards, banners, bus panels or other large-display advertising posted outdoors. Submit artwork in digital format (PDF) along with a photo of the advertising in use. For a series, limit to three.

32. Interior Signage/Displays (Single or Series): Entries may be exhibit booths, displays, wall murals, window clings, interior signage or other displays designed for indoor use. Submit artwork in digital format (PDF) along with a photo of the entry in use. For a series, limit to three.

CAMPAIGNS

For all campaign entries, provide:

- the project's objectives;
- strategies and tactics developed to meet those objectives;
- the results and outcomes.

Combine all elements of the campaign in a single digital portfolio that is saved as a PDF and optimized for quick download.

Include digital photos, PDFs and URLs of communication pieces used in the implementation of the campaign (press releases, fact sheets, brochures, posters, media coverage, radio and TV spots, videos, etc.).

Individual items included as elements of these campaigns may also be entered in other categories.

The same event may **not** be entered in two different campaign categories.

33. Communication Success Story or Crisis Communication: Entries may focus on media coverage of a feature or news-based story, college event or program, or a college crisis.

34. Government Relations or Community Relations Campaign: Entries should be one of the following: an information or lobbying campaign on behalf of the college directed to legislators

or elected officials; an information campaign to educate the community about your college; a communication program designed to help solve a community problem; or an information campaign to promote a college bond or property tax referendum.

35. Special Event or Fundraising Campaign: Types of programs include college commencements, anniversaries, dedications, fundraising galas, annual giving campaigns or other college events.

36. Successful Recruitment or Marketing Program: Programs should be larger in scope than simple promotion campaigns but more targeted than a college's entire marketing plan for the year.

37. Social Media or Online Marketing Campaign: A single campaign that promotes a central event, theme or idea and that uses messaging on different platforms such as Facebook, Twitter, viral video, mobile, email, etc.

MISCELLANEOUS

38. Excellence in Writing: Entries may include blogs, news briefs, feature articles, presidential letters, personality profiles, opinion pieces and other pieces published in print or online. The focus is on the quality of writing. Provide a Word document, PDF or URL.

39. Wild Card: Includes marketing pieces that just don't fit anywhere else. Provide a PDF or photo of the item. No mail-in entries for 2020; online uploads only.

YOUR DISTRICT

DISTRICT 1

Connecticut, Delaware, District of Columbia, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, Vermont, the Canadian provinces of New Brunswick, Newfoundland, Nova Scotia, Prince Edward Island and Quebec, and United Kingdom

DISTRICT 2

Alabama, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, Virginia, West Virginia, Bermuda, British Virgin Islands and The Bahamas

DISTRICT 3

Illinois, Indiana, Michigan, Ohio, Wisconsin and the Canadian province of Ontario

DISTRICT 4

Arkansas, Colorado, New Mexico, Oklahoma, Texas and Wyoming

DISTRICT 5

Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota, the Canadian province of Manitoba, Puerto Rico and Virgin Islands

DISTRICT 6

Arizona, California, Hawaii, Nevada, Utah, Commonwealth of the Northern Mariana Islands, Federated States of Micronesia, Republic of Palau, Republic of the Marshall Islands and Territory of Guam

DISTRICT 7

Alaska, Idaho, Montana, Oregon, Washington, and the Canadian provinces of Alberta, British Columbia, Saskatchewan and Yukon Territory

YOUR MEDALLION COORDINATOR

Have questions about your entries? Your district Medallion coordinator's contact information is listed below.

DISTRICT 1

John Painter
Public Relations Manager
Delaware Technical Community College, DE
(302) 857-1609
john.painter@dtcc.edu

DISTRICT 2

Juanita Palmer
Design and Digital Coordinator
Aiken Technical College, SC
(803) 508-7476
palmerj@atc.edu

DISTRICT 3

Stacey Cartnal
Marketing Assistant
Central Ohio Technical College, OH
(740) 915-1823
scartnal@cotc.edu

DISTRICT 4

Stacie Sipes
Director of Marketing and Public Information
Navarro College, TX
(903) 875-7736
stacie.sipes@navarrocollege.edu

DISTRICT 5

Amanda Groff
Marketing Manager
Central Community College, NE
(308) 398-7356
amandagroff@cccneb.edu

DISTRICT 6

Robyn Martin
Assistant Dean of Enrollment and Marketing
Cochise College, AZ
(520) 515-3688
martinrc@cochise.edu

DISTRICT 7

Peter Goodrich
Web Administrator
Skagit Valley College, WA
(360) 416-3978
peter.goodrich@skagit.edu

