2025
MEDALLION
AWARDS

ENTER YOUR FINEST

NCMPR
National Council for Marketing & Public Relations

Connecting Community College Communicators

ENTER YOUR PASSION

YOU'VE DONE GREAT WORK. YOU'VE PUT IN EXTRA HOURS. YOU DESERVE TO BE CELEBRATED FOR YOUR ACCOMPLISHMENTS.

In a time when creativity has been stretched to the limits, it's important to take the time to reflect on your relentless pursuit of excellence. Take some time and show the world the inspirational work you and your team have produced over the 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 1,600 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.)

IMPORTANT

It is highly recommended that any entry submission that includes **a video should include closed captioning**. Including this feature will make for a more accessible video experience.

To ensure fair and accurate judging, **all entries submitted in Spanish across radio, video or print categories must be accompanied by an English version.** This can be provided as a full translation, a detailed transcript, or closed capitoning in English. Please include in entry description.

All Medallion entries are to be submitted electronically. Please see best practices **HERE**.

MEDALLION
AWARDS

WHO CAN ENTER

The creative concept must have originated from a community or technical college or district or state governing organization for two-year colleges. Project execution may be the result of collaboration with an outside agency. Entries may **NOT** be submitted through an external agency.

WHAT TO ENTER

Entries must have been published, broadcast, displayed and/or used between **July 1, 2024** and **June 30, 2025**.

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.

NCMPR carefully screens each entry and reserves the right to make adjustments to placement in categories as determined to be in the best interest of those submitting entries and per 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.

ENTER YOUR BEST

ENTRY DEADLINES

JULY 28: EARLY BIRD
Entries must be UPLOADED by 11:59 p.m. all time zones.

AUG. 8: REGULAR
Entries must be UPLOADED by 11:59 p.m. all time zones.

ENTRY FEES

NCMPR MEMBERS
EARLY BIRD – $40 PER ENTRY
(for entries submitted on or before July 28)

REGULAR – $55 PER ENTRY
(for entries submitted and paid for after July 28 and by Aug. 8)

NONMEMBERS
$100 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 for 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.

ANNOUNCEMENT OF WINNERS
Winners will be notified in early September if they have placed in one of the top three spots. Districts will announce the gold, silver and bronze winners at district conferences this fall. **Colleges will not receive awards until entry fees are paid in full.**

QUESTIONS? Questions about acceptable formats for entries and/or placement in specific categories should be addressed with your district Medallion coordinator(s). Watch for more details at ncmpr.org/medallion-awards.

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 once your account has been successfully set up.

NOTE: If you don't find your college on the drop-down list, call the national office at 505-349-0500, ext. 4. 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 2024 district Medallion or Paragon Awards, you will use the 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 28. If you submit entries before July 28 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 28.)

• 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

IMPORTANT! 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.

ENTER**YOUR**CREATIVITY

CATEGORIES

PRINT

IMPORTANT! Upload a PDF of the Medallion entry. If the category entry form dictates, upload a photo of it IN USE or ON DISPLAY. Include a description of the physical piece, including print specs, to help judges better visualize the entry.

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/Magazine Small-Scale:** Publication should be a maximum of 16 pages in length.

★ 5. **Magazine Large-Scale:** More than 16 pages in length. Page count is not to include an embedded class schedule.

6. **Brochure (Single or Series):** Brochure must be folded and a maximum of 8 pages. Limit to three brochures in the series.

7. **Booklet:** Larger scale, multiple-page publications that often require special binding (saddle stitching, perfect binding, spiral binding, etc.). Examples include student handbooks, strategic plans, accreditation reports, facilities guides, graduation programs, athletic programs and the like.

8. **Flyer (Single or Series):** Single-page, one- or two-sided. Includes die-cut and rack cards. No folds. Size limited to 8.5x11 or smaller than 11 inches on the long edge. For a series, limit to three.

9. **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.

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

11. **Poster (Single or Series):** Make sure photo IN USE or ON DISPLAY shows entire poster so judges can view overall size and impact. For a series, limit to three.

12. **Print-Wild Card:** Includes print materials that don't fit in other print categories – coloring books, calendars and specialty publications. Limit one item per entry.

DIGITAL / ELECTRONIC MEDIA

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

13. **E-Publications:** Although a bit different in content, these are major college publications (i.e., catalog, class schedule, viewbook, annual report, magazine, etc.) that provide an overview of the college's programs, classes, services and are delivered in an e-format. **Entry must not be entered into a print category.**

14. **E-Newsletter:** May be targeted at either internal or external audiences as an email and/or web page that highlights news and updates on a weekly or monthly basis. **Entry must not be entered into a print category.**

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

★ 18. **Audio Content:** Recognizes outstanding use of audio content on digital platforms to connect with internal or external audiences. This includes, but is not limited to, podcasts, radio shows and short-form audio like social media talk shows. Entries will be evaluated on strategy, impact, content and execution.

SOCIAL MEDIA

IMPORTANT! For all social media categories, provide the URL, along with key analytics. Social media includes: Facebook, Instagram, TikTok and/or SnapChat. Judging will be done in real time, and judges will look at design, content, frequency of posts, engagement, strategy and effectiveness.

19. **Social Media Page:** Focus is on your college's main social media (Facebook, Instagram, etc.) page.

★ 20. **Social Media Post or Story-Still:** Share your favorite and/or most successful social media post that features a still (single or multiple) image or graphic. All images/graphics in post should be stills. Post may also include just one image or graphic.

★ Updated or new category

★ **21. Social Media Post or Story-Video:** Share your favorite and/or most successful social media post that is a video, boomerang, reel, etc. Post should feature at least one video, edited or unedited. Post may include multiple items, at least one of which must be a video.

VIDEO

IMPORTANT! Video files should be housed on the college website, YouTube channel or other video-sharing site. Be sure video entries meet all requirements and do not exceed the specified time limits.

22. Promotional Video – Short Form (2-5 minutes): Entries must be at least 2 minutes in length and not more than 5 minutes in length. Used for general recruitment, image building and brand awareness for the entire college or specific programs.

23. Promotional Video – Long Form (more than 5 minutes) Entries must be more than 5 minutes in length. Used for general recruitment, image building and brand awareness for the entire college or specific programs.

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

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

PHOTOGRAPHY/ILLUSTRATION

26. Original Photography (Unmanipulated): Color or black-and-white. Color and saturation adjustments, blemish removal, and other minimal edits are acceptable. Include a brief statement of how the photo was used.

27. Original Photography (Manipulated): Color or black-and-white. Defined as substantial post-production edits, including the removal or addition of objects, major changes to hue/color/density, and software-generated edits. Submit original photo and manipulated photo. Include a brief statement of how the photo was used and how it was manipulated.

28. Logo Design: Provide the original artwork/mockup for the piece, along with a photo of it on display or on a model (limit to two samples).

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

ADVERTISING

30. Print Advertisement (Single or Series): For a series, limit to three.

31. Radio Advertisement (Single or Series): Typically :10, :15, :30 or :60 seconds. Spots can include internet radio in all forms. Provide total ad spend in dollars and a URL to listen to the entry. If submitting a series (limit of three), combine them in a single file with a single URL.

32. Television/Video Paid Advertisement (Single): 90-second maximum length. Includes ads with a call to action and used on TV and other video platforms like YouTube and mobile. Movie theater ads should be submitted in this category. Provide total ad spend in dollars and URL for the entry.

33. Television/Video Paid Advertisement (Series): 90-second maximum length per spot. Limit to three spots in a series. Includes ads with a call to action and used on TV and other video platforms like YouTube and mobile. Movie theater ads should be submitted in this category. Provide total ad spend in dollars and URL for the entry.

34. Digital Ad (Single or Series): Advertising formatted for various platforms (social media ads, Google ads, web banner ads, etc.). Provide PDF, digital image or URL and total ad spend in dollars. For a series, limit to three.

35. Outdoor Signage/Displays (Single or Series): Entries may be billboards, banners, bus panels or other large-display advertising posted outdoors. Submit original artwork in digital format (PDF) and a photo of the advertising in use or on display.

36. Interior Signage/Displays (Single or Series): Entries may be exhibit booths, displays, wall murals, window clings, directional signage or other displays designed for indoor use. Submit original artwork in digital format (PDF) and a photo of the entry in use or on display.

★ Updated or new category

ENTER**YOUR**VISION

CATEGORIES | TO GUARANTEE THE EARLY-BIRD RATE, YOU MUST COMPLETE THE PAYMENT PROCESS ON OR BEFORE JULY 28.

CAMPAIGNS

IMPORTANT! Combine all elements of the campaign in a summary that is saved as a PDF and optimized for quick download OR shared via a URL/shared drive. Provide a minimum of three elements to a maximum of 10 elements, which may include: digital photos, URLs of communication pieces used in the implementation of the campaign such as press releases, fact sheets, brochures, posters, media coverage, radio and TV spots, videos, etc.

Please make sure URL links provided are valid for at least 60 days following the submission deadline. 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.

37. Communication Success Story or Crisis Communication Campaign: Entries may focus on college-driven media or external media coverage of a feature or news based story, college event or program, or a college crisis. (Do not submit plans but examples of actual media coverage.)

38. Government 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 regarding a unique class or program designed to help solve a community problem; or an information campaign to promote a college bond or property tax referendum.

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

40. 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.

41. Social Media or Online Marketing Campaign: A single program or campaign that promotes a central event, theme or idea and that uses messaging across a variety of platforms such as social, viral video, mobile, email, etc. Entries should show the plan and examples of its successful execution.

★ **42. Campaign-Wild Card:** This category is for campaigns that don't quite fit into other defined campaign categories. It's designed to recognize unique and highly specific campaigns, e.g., mascot launches, brand rollouts, or even presidential searches.

MISCELLANEOUS

★ **43. Succesful Inclusive Marketing and Communication Programs:** Entries in this category should celebrate marketing and communication projects, efforts and campaigns that create a sense of belonging, accessibility and lasting impact through inclusive storytelling and imagery. Entries should reflect efforts to elevate and amplify underrepresented communities and voices and foster welcoming environments across campuses and beyond. Submissions may include, but are not limited to, integrated campaigns, branded materials, audio submissions and print initiatives.

44. Excellence in Writing – Short Form (up to 800 words): Electronic submission. Entries may include blogs, news briefs, articles and other short pieces published in print or online. The focus is on the quality of writing. Provide a Word document, PDF or URL, along with the word count.

45. Excellence in Writing – Long Form (more than 800 words): Electronic submission. Entries may include feature articles, personality profiles, opinion pieces and other longer pieces published in print or online. The focus is on the quality of writing. Provide a Word document, PDF or URL, along with the word count.

46. Logo Wear: Includes T-shirts, caps, jackets, scarves and other clothing items with the college's logo or those designed for special events. Provide the original artwork/mockup for the piece, along with a photo of it ON DISPLAY or on a model. Limit one logo wear item per entry.

47. Novelty: Examples include cups, keychains, stickers/sticker sheets and other mass production promotional items with the college's logo or those designed for special events. Provide the original artwork/mockup for the piece, along with a photo of it ON DISPLAY or on a model. Limit one novelty item per entry.

48. Wild Card: Includes marketing pieces that just don't fit anywhere else. Provide a PDF and photo of the item IN USE or ON DISPLAY.

★ Updated or new category

ENTERYOURFINEST

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.

DISTRICT 2:
Alabama, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, Virginia, West Virginia; Bermuda (British Overseas Territory); Puerto Rico (an unincorporated U.S. territory); and U.S. Virgin Islands (U.S. territory).

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.

DISTRICT 6:
Arizona, California, Hawaii, Nevada and Utah; America Samoa (U.S. territory); Guam (U.S. Island territory); Federated States of Micronesia; and the Northern Marianas Islands (U.S. commonwealth).

DISTRICT 7:
Alaska, Idaho, Montana, Oregon, Washington, and the Canadian provinces of Alberta, British Columbia, Saskatchewan and Yukon.

YOUR MEDALLION COORDINATOR

Remember: All entries are to be submitted electronically. Have questions about your entries? Your district Medallion coordinator's contact information is listed below.

DISTRICT 1:
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ENTER**YOUR**FINEST