



THE DISTRICT 1 2018 MEDALLION AWARDS



CALL FOR ENTRIES

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 summer 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.

District 1 includes 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.

WHAT'S NEW?

MAKE NOTE OF THESE IMPORTANT CHANGES

1. A new Social Media category added
2. Class Schedule combined with Academic Catalog
3. Student Handbook category eliminated; enter under Specialty Publications
4. Entries will be judged by NCMPR member peers and industry experts

IMPORTANT DETAILS ABOUT THE MEDALLIONS

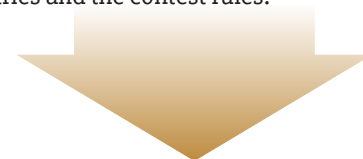
Who Can Enter

The creative effort/concept must have originated from a community or technical college or district or state governing organization for two-year colleges within District 1. 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, 2017, and June 30, 2018.
- 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 that can be 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.



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Judging

The Judges: The district Medallion Awards will be judged by a combination of NCMPR peers and industry experts in each of NCMPR's seven districts. (Note: NCMPR's national Paragon Awards are judged by outside industry experts.)

Awards: Gold, silver and bronze awards in the college's name will be given in each category.

Announcement of winners: Winners will be announced at the District 1 fall conference, scheduled Nov. 5-7 in Annapolis, Maryland. The winners will be notified at the end of August if they have placed in one of the top three spots. The advance notification will allow the winners the opportunity to attend the district conference and awards ceremony. Transportation, lodging and conference costs are the responsibility of the winning colleges.

Entry returns/rights statement: Entries will not be returned. NCMPR District 1 assumes the right to use them for exhibition, publication and publicity. Entrants agree to hold NCMPR District 1 harmless of any claims that may be made against it by reason of such reproductions. Soliciting releases is the sole responsibility of the entrant. NCMPR District 1 takes no responsibility for any work that might be damaged or lost.

Rules/appeals committee: Contestants have 30 days from the date of the awards presentation to file a written appeal to NCMPR District 1. The NCMPR District 1 Executive Council shall act as the final authority in all matters.

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.

Questions?

Questions about acceptable formats for entries and/or placement in specific categories should be addressed to:

Sarah Yunits, Medallion Coordinator

508-588-9100, ext. 1846

syunits@massasoit.mass.edu

ENTRY DEADLINES

JULY 16 EARLY-BIRD

Mail-in entries must be POSTMARKED on or before July 16. Electronic/online entries must be UPLOADED by midnight Eastern Time.

JULY 31 REGULAR

Mail-in entries must be POSTMARKED by the close of business on July 31. Electronic/online entries must be UPLOADED by midnight Eastern Time.

MAILING ENTRIES

For mail-in entries, print an entry form and attach it to the entry. Mail to:

Sarah Yunits, Communications Specialist
Massasoit Community College
1 Massasoit Blvd.

Brockton, MA 02302

508-588-9100, ext. 1846

ENTRY FEES

NCMPR MEMBERS

Early-bird: \$30 per entry

for entries submitted and payment processed on or before July 16

Regular: \$35 per entry

for entries submitted and payment processed after July 16 and by July 31

NONMEMBERS

\$70 per entry

Annapolis, Maryland, site for the fall conference, Nov. 5-7, when the winners will be announced.



SUBMISSION INSTRUCTIONS: A STEP-BY-STEP GUIDE

Create Your Account

1. If this is *your first time* logging in to the award platform, go to <https://ncmpr.secure-platform.com>. Select *My Account* on the top navigation bar. Complete the required fields under *Create My Account*. If you don't find your college on the drop-down list, call the national office at 505-349-0500. You will receive an email confirmation that your account has been successfully set-up.
2. If you submitted entries in the 2017 district Medallion or Paragon contest, you will use your same username and password to log in. Go to <https://ncmpr-secure-platform.com> to log in under *My Account*.
3. 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 log in.

Submit Entries

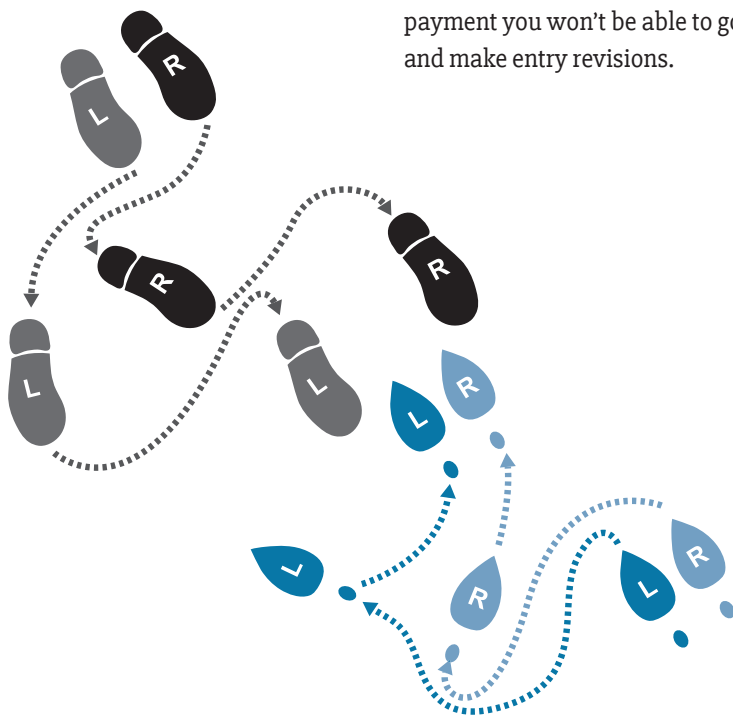
1. Click on your district page to *Submit Your Entries*.
2. Complete the point of contact/entrant information. Hit *Save and Next*.
3. Select the award category and complete the required fields.
4. Submit supporting documentation (URLs, PDFs, etc.). *Important:* Ensure that items are not password-protected. Entries could be disqualified if work samples are inaccessible.
5. Save OR complete your entry:
 - a) 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.
 - b) Click *Add to Cart* to '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 entry revisions.

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.
 - a) To guarantee the early-bird rate, you must complete the payment process on or before the early-bird deadline of July 16. If you submit entries before July 16 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 a system invoice has been generated by July 16.)
 - b) If paying by check, make checks payable to **NCMPR District 1**. Please include "District 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
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.

Mail Entries

1. Send mail-in entries to your designated district Medallion coordinator (on your entry confirmation form). Remember, early-bird entries must be *postmarked* by July 16. All other entries must be *postmarked* by July 31.
2. Print an entry confirmation form and attach it to the entry. To print an entry form, go to *My Account* and either:
 - a) Go to "Complete" entries and click on *Print* for the specified entry.
 - b) Go to *Invoices*, click on *View* and *Print Invoice and All Entries*.



CATEGORIES [Key M = Mail-in O = Submit online]

Print

NOTE: All print categories, EXCEPT POSTERS (Category 13), are mail-in only.

1. Academic Catalog or Class Schedule M

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

3. Annual Report: Publication may focus on the college as a whole, the college foundation or a combination of both. M

4. Newsletter: Up to 16 pages in length. M

5. Magazine: More than 16 pages in length. M

6. Brochure (single or series): If submitting a series, limit to 3 brochures in the series. M

7. Specialty Publication: REVISED! Includes photo books, art gallery magazines, student handbooks, anniversary books, literary magazines and other publications with a specialty niche. Note: Student Handbook should now be submitted in this category. M

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 3 in the series. M

9. Sports Brochure or Sports Program: May include media guides, individual or season game programs, brochures or recruitment pieces. M

10. Folder: No pocket inserts allowed. M

11. 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 3 in the series. M

12. Notes/Cards/Invitations (single or series): Includes thank-you cards, holiday greeting cards, invitations to special events, etc. For a series, limit to 3 in the series. M

13. Poster (single or series): *Do not mail.* Upload a PDF of the poster and a photo of it in use so judges can view overall size and impact. O

Digital/ Electronic Media

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

14. Electronic Catalog, Class Schedule, Viewbook or Annual Report: Although a bit different in content, these are major college publications delivered in an e-format that provide an overview of college programs, classes and services offered to students. O

15. Electronic Newsletter: May be targeted at either internal or external audiences. O

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

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

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

19. Social Media: NEW! Focus is on your college's Facebook page, Twitter or Instagram accounts. Judging will be done in real time, and judges will look at design, content, frequency of posts, engagement, strategy and effectiveness. O

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 your video meets all requirements and does not exceed the specified time limit.

20. College Promotional Brand Video: Entries must be more than 2 minutes in length. Used for general recruitment, image building and brand awareness, for the entire college or specific programs. *Be sure the video meets the time requirement.* O

21. Video Shorts (single or series): Entries may be no longer than 2 minutes in length and are typically used on social media, YouTube or the college website. For a series, limit to 3 in the series. *Be sure the video meets the time requirement.* O

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. O

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. O

24. Logo Design: Provide a PDF of the logo design. Must be accompanied with digital photos showing items with logo in use. Limit to 3 samples. O



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25. Computer-Generated Illustration: Provide a PDF of the illustration. Must be accompanied with a digital photo showing the illustration in use. Examples of illustrations for this category include those created in Photoshop, Illustrator and FreeHand. Items entered in this category may also be entered in other categories. ●

Advertising

NOTE: All advertising categories are to be submitted online (except #29 Novelty Advertising).

26. Print Advertisement (single or series): Provide a PDF. If submitting a series, limit to 3 in the series and include them in a single PDF. ●

27. Radio Advertisement (single or series): 60-second maximum length per spot. Provide a URL for the entry. If submitting a series, limit to 3 in the series and combine them in a single file with a single URL. ●

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 3 in the series and combine them in a single file with a single URL. ●

29. Novelty Advertising: *Either* mail in or electronic. Examples include T-shirts, cups, key chains, calendars and other promotional items. If

submitted electronically, provide a PDF or photo of the item. Items that are mailed in should be those that are printed pieces or those that would be better for judges to see "in person." **M** or ●

30. Digital Ad: A single ad formatted for various platforms (Facebook ads, Google ads, web banner ads, etc.). Provide PDF 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 3 in the series. ●

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 3 in the series. ●

Campaigns

For all campaign entries, provide:

- a) the project's objectives;**
- b) strategies and tactics developed to meet those objectives;**
- c) the results and outcomes.**

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.). Combine all elements of the campaign in a single digital portfolio.

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 Community Relations Campaign: Entries may focus on 1) media coverage of a feature or news-based story, college event or a college crisis; 2) an information campaign on behalf of the college directed at elected officials; 3) an information campaign to educate the community about your college; or 4) an information campaign to promote a college bond or property tax referendum. ●

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

35. 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. ●

36. 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

37. Excellence in Writing: Entries may include blogs, news briefs, feature articles, 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. ●

38. Wild Card: *Either* mail in or electronic. Includes marketing pieces that just don't fit anywhere else. If submitted electronically, provide a PDF or photo of the item. Items that are mailed in should be those that are printed pieces or those that would be better for judges to see "in person." **M** or ●

