

2018  
PARAGON AWARDS



**CALL**  
FOR **ENTRIES**

**NCMPR**  
National Council for Marketing & Public Relations

**DEADLINES**

EARLY BIRD  
**OCTOBER 1**

FINAL DEADLINE  
**OCTOBER 15**



**NCMPR**  
National Council for Marketing & Public Relations

# THE 2018 PARAGON AWARDS

Sponsored by the National Council for Marketing & Public Relations (NCMPR), the Paragon Awards recognize outstanding achievement in design and communication at community and technical colleges. It's the only national 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.

Winners in this year's contest will be announced at NCMPR's 2019 national conference, "Hitch Up the BRAND Wagon," March 24-26 in Texas Hill Country-San Antonio.

## 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.

- 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.

## WHAT TO ENTER

- Entries must have been published, broadcast, displayed and used between Oct. 1, 2017, and Sept. 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.

## JUDGING

Judging for the Paragon Awards is done by industry experts – those in marketing, public relations and communication outside of community colleges (not NCMPR member-peers).

## IMPORTANT

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

## ENTRY DEADLINES

**OCT. 1 EARLY BIRD**  
(Mail-in entries must be POSTMARKED on or before Oct. 1. Electronic/online entries must be UPLOADED by midnight Eastern Time.)

**OCT. 15 REGULAR**  
(Mail-in entries must be POSTMARKED by the close of business on Oct. 15. Electronic/online entries must be UPLOADED by midnight Eastern Time.)

## MAIL ENTRIES TO

NCMPR  
5901 Wyoming Blvd. NE  
#J-254  
Albuquerque, NM 87109  
(505) 349-0500

## ENTRY FEES

### NCMPR MEMBERS

**EARLY BIRD:**  
\$35 per entry (for entries submitted on or before Oct. 1)

**REGULAR:**  
\$45 per entry (for entries submitted after Oct. 1)

### NONMEMBERS

\$100 per entry

# IMPORTANT DETAILS

## AWARDS

Gold, silver and bronze awards will be given in each category. No ties will be awarded. Gold winners will receive the Paragon statue, inscribed with the school's name. Silver and bronze winners will receive a framed certificate inscribed with the school's name. Additional statues or certificates are not available for ordering separately.

## ANNOUNCEMENT OF WINNERS

Winners will be announced on March 25, 2019, at the NCMPR national conference in Texas Hill Country-San Antonio.

The winners and their college CEOs will be notified in early January if they have placed in one of the top three spots. The advance notification will allow the winners the opportunity to attend the conference and awards ceremony. Transportation, lodging and conference costs are the responsibility of the finalists.

## ENTRY RETURNS/ RIGHTS STATEMENT

Entries will not be returned. NCMPR assumes the right to use them 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. NCMPR 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. The board of directors of NCMPR shall act as the final authority in all matters concerning the Paragon Awards.

## QUESTIONS?

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

Debbie Halsey  
NCMPR Executive Director  
(505) 349-0500, ext. 1  
dhalsey@ncmpr.org

## NOTE

NCMPR District Medallion Award entries and winners do not become automatic entries in the Paragon Awards. All Paragon entries require separate entry forms and fees. If you submitted entries in this year's Medallion contests, you may select which ones to transfer to the Paragons. For details, refer to the Step-by-Step Guide for submitting entries.

# SUBMISSION INSTRUCTIONS

## A STEP-BY-STEP GUIDE



### CREATE YOUR ACCOUNT OR LOG IN

1 If this is your first time logging in to the award platform, go to [paragons.secure-platform.com](https://paragons.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 that 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.

2 If you submitted entries in the district Medallion contest or last year's Paragons, you will use your same username and password to log in. Go to [paragons.secure-platform.com](https://paragons.secure-platform.com) to log in under **My Account**.

### SUBMIT NEW ENTRIES

1 Click on **Submit Now** to start a new entry.

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:

- 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.

## TRANSFER MEDALLION ENTRIES TO THE PARAGONS

① Click **In Progress** on your dashboard. You'll see a list of entries previously submitted in the Medallions that are now available to enter in the Paragons.

② Click **Edit** for those entries you want to enter in the Paragons. Double-check the entry information and make adjustments if desired or to meet the Paragon entry guidelines.

③ Click **Save** to save your entry information and return later to finalize. Or click **Add to Cart** to complete the entry.

④ Click **Remove** for Medallion entries you do not wish to enter in the Paragons.

⑤ Click **Checkout** to process payment after all new and transferred entries are completed and **In Cart**.

## 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 Oct. 1. If you submit entries before Oct. 1 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 Oct. 1.)

- If paying by check, make checks payable to NCMPR. Please include "Paragon 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.

## MAIL ENTRIES

① Send mail-in entries (with entry form attached to each entry) to:

NCMPR  
5901 Wyoming Blvd. NE  
#J-254  
Albuquerque, NM  
87109

(505) 349-0500

Remember, early bird entries must be **POSTMARKED** by Oct. 1. All other entries must be **POSTMARKED** by Oct. 15.

② Print an entry confirmation form and attach it to the entry. To print an entry form, go to **My Account** and either:

Go to **Complete** entries and click on **Print** for the specified entry.

Go to **Invoices**, click on **View** and **Print Invoice** and **All Entries**.

## IMPORTANT

In some cases, Paragon categories are not exactly the same as Medallion categories. Read the guidelines and adjust your entry accordingly.

# CATEGORIES

**M** = MAIL-IN ENTRIES  
**O** = ONLINE ENTRIES

## PRINT

*NOTE: All print categories, EXCEPT POSTERS (Categories 15 and 16) are mail-in only.*

*\* You will also need to upload a PDF of the printed piece, which will be used in the winner's showcase if yours is a gold, silver or bronze winner.*

**M 1. ACADEMIC CATALOG**

**M 2. CLASS SCHEDULE**

**M 3. VIEWBOOK:**  
Publication should be used primarily for student recruitment.

**M 4. ANNUAL REPORT:**  
May be an annual report for the college in general, for the college foundation, or a combination of both.

**M 5. NEWSLETTER:** Up to 16 pages in length.

**M 6. MAGAZINE:** More than 16 pages in length.

**M 7. BROCHURE-Single**

**M 8. BROCHURE-Series:**  
Limit to three brochures in the series.

**M 9. SPECIALTY PUBLICATION:** Includes photo books, art gallery magazines, anniversary books, literary magazines and other publications with a specialty niche.

*NOTE: Student handbooks should now be submitted in this category.*

**M 10. 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 in the series.

**M 11. SPORTS BROCHURE OR SPORTS PROGRAM:**  
May include media guides, individual or season game programs, brochures or recruitment pieces.

**M 12. FOLDER:** No pocket inserts allowed.

**M 13. 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 in the series.

**M 14. NOTES/CARDS/ INVITATIONS-Single or Series:** Includes thank-you cards, holiday greeting cards, invitations to special events, etc. For a series, limit to three in the series.

**O 15. POSTER-Single:** 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 16. POSTER-Series:**  
DO NOT MAIL. Limit to three posters in the series. Upload PDFs of the posters and photos of them in use so judges can view overall size and impact.

## DIGITAL/ ELECTRONIC MEDIA

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

**O 17. ELECTRONIC ACADEMIC CATALOG, CLASS SCHEDULE OR VIEWBOOK:** Although a bit different in content, these are major publications that provide an overview of the college's programs, classes and services.

**O 18. ELECTRONIC ANNUAL REPORT:** May be for the entire college, the foundation or combination of both.

**O 19. ELECTRONIC NEWSLETTER:** May be targeted at either internal or external audiences.

**O 20. E-CARD:** Includes thank-you cards, holiday greeting cards, invitations to special events, etc., that are delivered in an e-format.

**O 21. WEBSITE:** Focus is on the college's entire website.

**O 22. 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.*

**O 23. FACEBOOK:** Focus is on your college's main Facebook page. Provide the URL, along with key analytics.

**O 24. TWITTER:** Focus is on your college's main Twitter account. Provide the URL, along with key analytics.

**O 25. INSTAGRAM:** Focus is on your college's main Instagram account. Provide the URL, along with key analytics.

## 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 lengths meet category requirements.*

**O 26. PROMOTIONAL BRAND 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.

**O 27. PROMOTIONAL BRAND 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.

**Q 28. 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.

**Q 29. 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.

**Q 30. QUICK-TURN VIDEO:** Entries may be no longer than 2 minutes in duration. These are videos that are taken and posted almost immediately on social media, YouTube or the college website. Not agency or professionally produced.

## PHOTOGRAPHY / ILLUSTRATION

**Q 31. ORIGINAL PHOTOGRAPHY- UNMANIPULATED:** Color or black-and-white. OK to adjust color or blemishes. Include a brief statement of how the photo was used.

**Q 32. 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.

**Q 33. LOGO DESIGN:** Provide a PDF of logo design and photos showing items with logo in use (limit to three samples).

**Q 34. COMPUTER-GENERATED ILLUSTRATION:** Provide a PDF of the illustration and a photo showing it in use. Examples 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 #41 Novelty Advertising).

**Q 35. PRINT AD-Single:** Provide a PDF.

**Q 36. PRINT AD-Series:** Limit to three ads in the series.

**Q 37. RADIO AD-Single:** 60-second maximum length. Provide a URL for the entry.

**Q 38. RADIO AD-Series:** 60-second maximum length per spot in series. Limit to three spots in a series.

**Q 39. TELEVISION/VIDEO AD-Single:** 60-second maximum length. Includes ads for TV and other video platforms like YouTube and mobile. Movie theater ads should be submitted in this category.

**Q 40. TELEVISION/VIDEO AD-Series:** 60-second maximum length per spot. Limit to three spots in a series. Includes ads for TV and other video platforms like YouTube and mobile. Movie theater ads should be submitted in this category.

**M or Q 41. NOVELTY ADVERTISING:** EITHER mail in or electronic. Examples include cups, key chains, calendars and other promotional trinkets and items. For items submitted online, provide a photo of the item. Items submitted via mail should be those that are printed pieces or those that would be better for judges to see "in person." Limit one novelty item per entry.

**Q 42. 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 for the piece, along with a photo of it on display or on a model.

**Q 43. DIGITAL AD:** A single ad formatted for various platforms (Facebook ads, Google ads, web banner ads, etc.). Provide PDF, digital image or URL.

**Q 44. 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) and a photo of the advertising in use. For a series, limit to three in the series.

**Q 45. 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) and a photo of the entry in use. For a series, limit to three in the series.

## 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. 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.*

**Q 46. 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.

**Q 47. 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 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.



**Q 48. SPECIAL EVENT:**  
Types of programs include college anniversaries, dedications or other college galas.

**Q 49. 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.

**Q 50. FUNDRAISING CAMPAIGN:** Designed for two-year college foundations and advancement offices that develop giving campaigns.

**Q 51. 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

**Q 52. EXCELLENCE IN WRITING-SHORT FORM (up to 600 words):** 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.

**Q 53. EXCELLENCE IN WRITING-LONG FORM: (more than 600 words):** 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.

**M or Q 54. 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 submitted via mail should be those that are printed pieces or those that would be better for judges to see "in person."

