



2019  
**MEDALLION**  
AWARDS

# 2019 MEDALLION AWARDS

**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.

**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! 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.

**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 1,800 colleagues across the country. NCMPR is an affiliate council of the American Association of Community Colleges.

### 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, 2018 and June 30, 2019.
- 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.

**ALBUQUERQUE, NEW MEXICO,  
SITE OF THE 2019 NCMPR DISTRICT 4 CONFERENCE**



# ENTER YOUR BEST

## ENTRY FEES

### NCMPR MEMBERS EARLY BIRD

\$30 per entry  
(for entries submitted on or before July 19)

### REGULAR

\$40 per entry  
(for entries submitted after July 19)

### NONMEMBERS

\$80 per entry

## ENTRY DEADLINES

### JULY 19: EARLY BIRD

Mail-in entries must be POSTMARKED on or before July 19. Electronic/online entries must be UPLOADED by 5 p.m. Pacific Time.

### AUG. 2: REGULAR

Mail-in entries must be POSTMARKED on or before Aug. 2. Electronic/online entries must be UPLOADED by 5 p.m. Pacific Time. Mail-in entries postmarked on Aug. 2 should be sent by express mail to ensure prompt delivery.

### MAIL ENTRIES TO

For mail-in entries, print an entry form and attach it to the entry. Mail items to your district Medallion coordinator. See last page for contact and mailing information.

### AWARDS

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

### ANNOUNCEMENT OF WINNERS

Winners will be announced during the Medallion Awards ceremony at the district conferences listed below. 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.

#### DISTRICT 1: NOV. 11-13

Providence, Rhode Island

#### DISTRICT 2: OCT. 21-23

Asheville, North Carolina

#### DISTRICT 3: SEPT. 29-OCT. 1

Milwaukee, Wisconsin

#### DISTRICT 4: OCT. 27-29

Albuquerque, New Mexico

#### DISTRICT 5: OCT. 6-8

Manhattan, Kansas

#### DISTRICT 6: SEPT. 25-27

Park City, Utah

#### DISTRICT 7: OCT. 23-25

Friday Harbor, Washington

VISIT [WWW.NCMPR.ORG/EVENTS](http://WWW.NCMPR.ORG/EVENTS) FOR CONFERENCE DETAILS.



**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.

### ENTRY RETURNS/RIGHTS

**STATEMENT** — Entries will not be returned. NCMPR districts assume 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 districts take 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 their NCMPR district. Your NCMPR district executive council shall act as the final authority in all matters.

# 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 2018 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 19. If you submit entries before July 19 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 19.)
  - 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.

## MAIL ENTRIES

- 1) Send mail-in entries (with entry form attached to each entry) to **your designated district Medallion coordinator** (listed on your entry confirmation form).

Remember, early-bird entries must be postmarked by July 19. All other entries must be postmarked by Aug. 2. Mail-in entries postmarked on Aug. 2 should be sent by express mail to ensure prompt delivery.

- 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**.



# CATEGORIES

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

## PRINT

**NOTE: All print categories, EXCEPT POSTERS (Category 12), 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:** May be an annual report for the college in general, for 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 three brochures. Sports brochures should be entered in this category. (M)

**7. Specialty Publication:** Includes photo books, art gallery magazines, anniversary books, student handbooks, literary magazines and other publications with a specialty niche. (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 three. (M)

**9. Folder:** No pocket inserts allowed. (M)

**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. (M)

**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. (M)

**12. Poster (Single or Series):** DO NOT MAIL. 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. (0)

## DIGITAL / ELECTRONIC MEDIA

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

**13. 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 the college's programs, classes and services. (0)

**14. Electronic Newsletter:** May be targeted at either internal or external audiences. (0)

**15. E-Cards:** Includes thank-you cards, holiday greeting cards, invitations to special events, etc., that are delivered in an e-format. (0)

**16. Website:** Focus is on the college's entire website. (0)

**17. Microsite:** Focus is on individual pages or small clusters of pages that function as a discrete entity within the college's main website. (0)

## 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.**

**18. Social Media:** Focus is on your college's main Facebook page, Twitter OR Instagram accounts. If submitting more than one social media platform, submit each as a separate entry. (0)

## 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. 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. (0)

**20. Video Shorts (Single):** Entries should be 2 minutes or under in duration and are typically used on social media, YouTube or the college website. (0)

**21. Video Shorts (Series):** Entries may be no longer than 2 minutes in length and are typically used on social media, YouTube or the college website. Limit to three in the series. (0)

## 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. (0)

**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. (0)

**24. Logo Design:** Provide a PDF of the logo design and photos showing items with the logo in use (limit to three samples). (0)

**25. 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. (0)

**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 three. **(0)**

**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. **(0)**

**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. **(0)**

**29. Novelty Advertising:** EITHER mail-in or electronic. Examples include T-shirts, cups, key chains, calendars and other promotional 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. **(M) OR (0)**

**30. Digital Ad:** A single ad formatted for various platforms (Facebook ads, Google ads, Web banner ads, etc.). Provide PDF, digital image or URL. **(0)**

**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. **(0)**

**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. **(0)**

**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.

**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; 4) an information campaign to promote a college bond or property tax referendum; or 5) a communication program regarding a unique program designed to help solve a community problem. **(0)**

**34. Special Event or Fundraising Campaign:** Types of programs include college anniversaries, dedications, fundraising galas, annual giving campaigns or other college events. **(0)**

**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. **(0)**

**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. **(0)**

**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. **(0)**

**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 (0)**

## 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

Your district Medallion coordinator is the main point of contact for questions about entries and for shipping your mail-in entries. Contact and mailing information is provided below.

### DISTRICT 1

John Painter  
Public Relations Manager  
Delaware Technical Community College  
100 Campus Drive  
Dover, DE 19904  
(302) 857-1609  
john.painter@dtcc.edu

### DISTRICT 2

Emily Plunkett Cooper  
Media and Administrative Specialist  
Louisiana Delta Community College  
7500 Millhaven Road  
Monroe, LA 71203  
(318) 345-9218  
emilyplunkett1@ladelata.edu

### DISTRICT 3

Jessica Huffman  
Marketing and Public Relations Coordinator  
Ohio State University at Newark and Central Ohio Technical College  
1179 University Drive  
Newark, OH 43055-1766  
(419) 443-5144  
Huffman.817@cotc.edu

### DISTRICT 4

Stacie Sipes  
Director of Marketing and Public Information  
Navarro College  
3200 W. 7th Avenue  
Corsicana, TX 75110-4818  
(903) 875-7736  
stacie.sipes@navarrocollege.edu

### DISTRICT 5

Amanda Groff  
Marketing Manager  
Central Community College  
3134 W. Highway 34  
Grand Island, NE 68802  
(308) 398-7356  
amandagroff@cccneb.edu

### DISTRICT 6

Robyn Martin  
Assistant Dean of Enrollment and Marketing  
Cochise College  
901 North Colombo Ave.  
Sierra Vista, AZ 85635  
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martinrc@cochise.edu

### DISTRICT 7

Peter Goodrich  
Graphic Designer  
Skagit Valley College  
2405 East College Way  
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