

The Fine Print

Reminder: Each entry must include a brief description of your objective and intended audience. Some categories require additional information. Each entry must state whether it was designed in-house or through an agency. The creative effort must have originated from a community, junior or technical college/institute, or district or state governing organization for two-year colleges in NCMPR District 6.

1. Eligible entries must have been produced between September 1, 2010 and August 31, 2011 and be essentially new designs.
2. Entries which have won a Paragon Award in the national NCMPR awards are not eligible.
3. A college may submit as many entries in any category as desired. Items may be submitted into multiple categories.
4. Three copies of entries are required, except where noted.
5. Judges reserve the right to move any entry to a more appropriate category than the one for which it was submitted.
6. Entries not following guidelines will be automatically disqualified.
7. Entries should be in folders, envelopes or binders, and clearly labeled with contents, name of college, and individual submitting the entry.
8. Judging will be performed by professionals in their respective fields.
9. Entries will not be returned.
10. Medallion Awards certificates will be presented to the college or individual designated on the entry form. Additional certificates may be purchased after the Medallion Awards event.
11. Entries, and all supporting materials, should be mailed to: Barbara Cella, 2011 NCMPR Medallion Coordinator, Director, Marketing & Media Design, Los Medanos College, 2700 East Leland, Pittsburg, CA 94565.
12. Entries and payment must be received by December 12, 2011 to qualify for early bird discount rate. All other entries and payment must be received by January 30, 2012 to qualify for the judging.
13. To pay by check, make check payable to NCMPR. Write one check for all entries. No purchase orders or billing requests accepted.
14. Include a self-addressed, stamped large envelope if you would like score sheets sent to you.

Entry Fees and Deadline

Early Bird Deadline: December 12, 2011
NCMPR Member Fee: \$25/entry
Non-Member Fee: \$40/entry

Entries and payment must arrive by December 12, 2011 to qualify for the early bird discount rate.

General Deadline: January 30, 2012
NCMPR Member Fee: \$35/entry
Non-Member Fee: \$50/entry

Entries and payment must arrive by January 30, 2012 to qualify for judging.

NCMPR District 6 Medallion Awards

Barbara Cella, Director, Marketing & Media Design
Los Medanos College • 2700 East Leland • Pittsburg, CA 94565

NCMPR.org

CALL FOR ENTRIES

March 16, 2012

**District 6
NCMPR Awards
Medallion and Celebration**

NCMPR.org

The Categories

Printed Publications

1. Academic Catalog
2. Class Schedule
3. Annual Report
4. Newsletter/Magazine: Submit any two consecutive issues within the entry year.
5. Brochure/Flyer 1 & 2 – one or two ink colors: Includes sports brochures, media guides, student handbooks, viewbooks, game programs, etc. Embossing, foil stamping or die cutting each count as one color. Split fountain printing to allow for use of multiple colors with a single plate counts as two colors.
6. Brochure/Flyer 3 – three or more ink colors: Includes sports brochures, media guides, student handbooks, viewbooks, game programs, etc. Embossing, foil stamping or die cutting each count as one color. Split fountain printing to allow for use of multiple colors with a single plate counts as two colors.
7. Brochure/Flyer, Series: No limitations on number of ink colors. Includes sports brochures, media guides, student handbooks, viewbooks, game programs, etc. Limit submission to three of a series.
8. Poster: Mount on heavy poster board.
9. Folder
10. Postcards/Notes/Cards/Invitations, Single or Series: Includes postcards, thank you cards, greeting cards, invitations to special events, etc. Do not mount.

Advertising

11. Banners and Outdoor Media: Submit 8" x 10" color print mounted on heavy poster board. Includes billboards, banners, bus panels or large-display advertising. Photo must show the advertisement in use. For a series, limit the entry to three in the series.
12. Novelty Advertising: Includes T-shirts, cups, key chains and other promotional items. Also includes special promotions and anything "out of the ordinary."
13. Print Advertisement, Single or Series: Mount on heavy poster board. Series limited to three ads. Mount series together on single heavy poster board.
14. Radio Advertisement/PSA, Single or Series: 60-second maximum length per spot. Limit to three spots in a series. Submit entire entry on a single CD labeled with college name, title and length of entry, and name of category entered.
15. Television Advertisement/PSA, Single or Series: 60-second maximum length per spot. Limit to three spots in a series. Submit entire entry on a single DVD labeled with college name, title and length of entry, and name of category entered.

Writing

16. Feature Writing: Entries should consist of 1) purpose of the feature piece; 2) intended audience; and 3) a description of how the initiative met its objectives. Includes opinion pieces or articles in newsletters and magazines. Submit original writing, along with published version.

Visual Arts

17. Original Photography: Color or Black and White: Photos may not be manipulated. Submit in print form, 8" x 10" preferred. Mount on heavy poster board. On the back, provide a title for the photo along with a brief description of use.
18. Logo Design: Includes logos for college stationery, publications and business cards, anniversaries, events and celebrations. Must be accompanied by samples. Submit photographs of bulky items.
19. Computer-Generated Illustration: Submit hard copy with a list of hardware and software used to generate the image.

Electronic Media

20. Electronic Publication: Includes class schedules, viewbooks, catalogs, etc on CD/DVD or online. List the Web address on the entry form on the "Title of Entry" line for online publications. If the entry is on a CD, submit a full-sized CD.
21. Online Newsletter: Electronic representation of a college newsletter. List the Web address on the entry form on the "Title of Entry" line.
22. Online Services: Includes online services provided to students, including registration, counseling, orientation, recruitment activities, etc. List the Web address on the entry form on the "Title of Entry" line.
23. Web Site: Provide the home page URL on the entry form on the "Title of Entry" line. Entries will be judged between February 1 and February 15, 2012.
24. Social Marketing and E-Marketing: Social network campaigns, blogs, search engine marketing campaigns, mobile marketing campaigns, e-mail marketing campaigns and viral video. All should explain the purpose and outcomes.

Promotions

25. Media Success Story: Entries must include: 1) a brief statement describing media objectives; 2) a brief statement describing strategies developed to meet those objectives; 3) copies of the press releases, fact sheets and query letters used to generate media interest; and 4) samples of subsequent media coverage. Only one copy of materials required.
26. Successful Recruitment 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. Entries should consist of: 1) concise statements describing research, planning and objectives; 2) samples of communication pieces used in the implementation, along with a description of how they were used (enclose all audio and video media in zippered three-ring sleeves to ensure that they are not misplaced); and 3) a statement describing the evaluation process and the extent to which objectives were successfully met. Only one copy of materials required.
27. Campaigns and Projects: Includes promotional campaigns for special events, fundraising or annual campaigns, government relations projects or community relations initiatives. Entries should consist of 1) elements of campaign or project, 2) statement of objectives, strategies, evaluation methods and results. All campaigns and projects must be completed within the entry year. Only one copy of materials required.
28. Promotional Video or Video Program: Submit on DVD, one entry per DVD. Promotion can be for the entire college or for specific activities, events or academic programs, also includes periodic programs broadcast on cable systems. The DVD and case must have a self-adhesive label attached listing the college name, title and length of entry, and name of category entered.
29. Brand Experience Implementation: This category refers to successful ongoing initiatives to establish touch points that support a brand experience for constituents and should include such things as customer service, online/physical interaction, unique environments and the like. Entries should consist of 1) the college's brand statement; 2) a description of the target audience; 3) the intended objectives; 4) related visuals; 5) results; and 6) other materials that demonstrate success.

Miscellaneous

30. Wild Card: This category includes all of those marketing pieces that just don't fit anywhere else. Photograph and mount images of large or awkward-sized items on heavy poster board.

Official Entry Form The NCMPR District 6 Medallion Awards entry form is also available online at www.ncmpr.org. Click on District Connections, then District 6, then Medallion Awards. The link to the form is on the right side of the page. Entry fees, or a copy of the online payment confirmation, must accompany this form.

Category Number	Category Name	Title of Entry or URL
Name of Person Submitting Entry	Title of Person Submitting Entry	
Institution Name	Name and Title of President/CEO	
Address	City, State/Zip Code	Phone, Fax, Email
Total entries submitted		Total remittance enclosed \$

Name(s) to appear on certificate if different from the college. (All certificates will be printed with the college name unless otherwise specified).

Mail Entries to:
 Barbara Cella, Director, Marketing & Media Design • 2011 NCMPR Medallion Coordinator
 Los Medanos College • 2700 East Leland • Pittsburg, CA 94565
 925-439-2181 x3242 • bcella@losmedanos.edu