



NCSPPRA Gold Medallion Award

NCSPPRA's Gold Medallion Award

is a competition that recognizes excellence in educational public relations.

Judges will award a NCSPPRA Gold Medallion plaque to the most outstanding entry. The Gold Medallion Award winning entry will be entered by NCSPPRA in the name of the entrant in the Gold Medallion Award competition sponsored by the National School Public Relations Association.

Judges may award one or more Gold Medallion Certificates of Outstanding Merit in any category. Winners will be honored in the spring.

Guidelines

- A planned presentation is necessary, submitted in a notebook (see details under "Rules"), organized in the logical order of Assessment, Planning, Communication and Evaluation.
- Read the rules carefully. If you fail to follow the rules, the judges will subtract points in judging your entry.
- Give careful thought to selecting the proper category for your entry. The "type of entry" category should closely fit the primary use of the entry within your program.
- Your entry will be judged on brevity, clarity of concept, good writing and evidence of objective evaluation of your project/program. Selected judges will be experienced public relations professionals.

Rules

- Entries may be submitted by an individual or institutional member of the North Carolina School Public Relations Association.
- The NCSPPRA Gold Medallion competition is open to any program underway or completed between January 31, 2011 and February 1, 2012.
- Your project must be submitted in a three-ring, hard-cover, stiff-spine binder to accommodate 8-1/2" x 11" material no more than 3" thick. Put nothing on the cover. Place the entry form inside the binder.
- The first two (2) pages of the project should be titled Project Summary and are the most critical in the entry. The competition judges read these typed, double-spaced summaries before they see the actual notebooks. Organize your summary carefully around the areas that the judges will evaluate on a point scale.

These include:

- **Assessment** - Evidence of the need or problem must be described and project goals must be stated and measurable.
- **Planning** - Identified target audiences, involvement of others in the planning, variety of communication channels considered and used.
- **Communication** - Timelines for the project, variety of communication techniques used and quality of written and graphic materials.
- **Evaluation** - Evidence of a planned, objective evaluation of reaching stated goals and evidence of objective evaluation of communication techniques used, as well as changes, if any, to be made in repeating the project.

- Carefully select the materials to be included in your presentation, using only those materials that best illustrate the major components of the project: news releases, brochures, clippings, photos, etc. Do not include three-dimensional objects such as T-shirts or lapel pins. Photos of objects will be sufficient. It's recommended that one-of-a-kind materials should be duplicated for inclusion in the notebook.

- All entries, with the exception of the one entry judged the NCSPPRA Gold Medallion winner, will be available at the awards recognition ceremony for pickup by entrants. Entrants may send a prepaid envelope to the NCSPPRA Gold Medallion Award coordinator for the return of the entry. All others will be discarded.

- There is no entry fee.

- Print and complete the entry form and mail with entry. **Entries must be postmarked by February 1, 2012.** Send to

NCSPPRA Gold Medallion Award
Ann Wilkerson
Orange County Schools
200 East King Street
Hillsborough, NC 27278
(919) 732-4166

Entry Form

School District _____

Address _____

Telephone _____

Member Name _____

Size of Public Relations Staff _____

- ☐ Building level
- ☐ Community relations
- ☐ Business-school partnership
- ☐ Marketing program
- ☐ Finance campaign
- ☐ Internal
- ☐ Parental involvement
- ☐ Recruitment
- ☐ Total PR program
- ☐ Special category: Cultural Diversity
- ☐ Specific Topic: _____

Deadline for entries: Postmarked February 1, 2012