



“Call for Entries”

2008 Sunshine Medallion Awards

School Public Relations Recognition Program

You work hard. You deserve recognition for your efforts.

The Sunshine State School Public Relations Association (SUNSPRA)
invites you to submit your best work:

Publications, PR tools, Programs and Projects

as entries in our annual Sunshine Medallion Awards program.

The very best in each category and district size will be honored at an awards ceremony to be held on Friday, July 18th, at the FASA Summer Conference in Naples.

Winners will be notified by Monday, May 5, 2008.

(If there are not enough entries in a category,
the committee reserves the right to place the entry in an appropriate category.)

***Annual Reports – Handbooks – Brochures – Flyers
Newsletters – Posters – Calendars
Specialty Items – TV Programs – Videos
Websites – Special Purpose***

Recognize the hard work of staff, volunteers and partners. Submit their work for recognition.

***Special Events – Image Campaigns – Recognition Programs
Themed Promotions – Budget/Finance Campaigns
Business Partnership – Parent/Community Involvement
Teacher/Staff Recruitment – Cultural Diversity
Crisis Communications/School Safety***

**Cost \$75 (Member) – per entry
Cost \$100 (non-member) – per entry**

***NOTE: Publications, PR Tools, Programs and Projects entered in the Awards Competition
must have been underway, created or used between 4/1/07 and 4/1/08***

ATTENTION: Schools, School Districts, District Departments, PTA/PTO, Foundations and Partnerships

To learn more contact Joe Landon, (239) 377-0180. e-mail: SUNSPRA@collier.k12.fl.us



2008 SUNSHINE MEDALLION AWARDS – ENTRY FORM

Instructions: Duplicate form as necessary. Submit each entry in a pocket folder, 3-ring binder or metal-tab folder. Include a ONE PAGE Overview, project photo, and an electronic logo copy (CD or disc) for use in awards presentation, and Web site. Attach entry form securely to the front. **Include check(s) or official purchase order (PAYABLE TO SUNSPRA) for \$75 (member) or \$100 (non-member) per entry when you mail the entry – DO NOT SEND CHECK OR PURCHASE ORDER SEPARATELY.**

Mail entries and payment to: Joe Landon, Communication & Information Officer, School District of Collier County, 5775 Osceola Trail, Naples, FL 34109

DEADLINE – Must be postmarked by Friday, April 11, 2008. Entries cannot be returned. [All information below is required.](#)

Name of Entry			
School/Dept./Org.			
Principal/Administrator		District	
Contact Person		e-mail	
Mailing Address		Phone	
		Fax	

SUMMARY: In 50 words or less, describe your entry (for use in awards presentation/booklet).

___ Small District (1-29,999 students) ___ Medium District (30,000-74,999) ___ Large District (75,000+) ___ School-based entry

<p>PUBLICATIONS & PR TOOLS Check category. Include 2 copies in entry folder.</p> <p><input type="checkbox"/> Annual Report/Handbook - Student/Parent/Staff</p> <p><input type="checkbox"/> Newsletter – Internal/External, electronic or print (include 2-3 issues)</p> <p><input type="checkbox"/> Poster/Calendar</p> <p><input type="checkbox"/> Special Purpose Publication</p> <p><input type="checkbox"/> Brochures/Flyers</p> <p><input type="checkbox"/> Website (print major pages, include web address)</p> <p><input type="checkbox"/> Broadcast TV Programs</p> <p><input type="checkbox"/> Promotional Video or Radio</p> <p><input type="checkbox"/> Other:</p>	<p>PROGRAMS & PROJECTS Check category. Include backup material in folder/binder.</p> <p><input type="checkbox"/> Overall Image Campaign</p> <p><input type="checkbox"/> Budget/Finance Campaign</p> <p><input type="checkbox"/> Recognition Program (students, teachers, etc.)</p> <p><input type="checkbox"/> Themed Promotion</p> <p><input type="checkbox"/> Parent/Community Involvement</p> <p><input type="checkbox"/> Business Partnership</p> <p><input type="checkbox"/> Teacher/Staff Recruitment</p> <p><input type="checkbox"/> Cultural Diversity</p> <p><input type="checkbox"/> Crisis Communication/School Safety</p> <p><input type="checkbox"/> Fund Raising Campaign/Special Event</p> <p><input type="checkbox"/> Other:</p>
<p>Attach 1-page OVERVIEW, including the following: A) Title B) Purpose C) Target Audience/s D) Number Produced E) Effectiveness/Results F) Budget</p>	<p>Attach 1-page OVERVIEW, including the following: A) Title B) Purpose C) Target Audience/s D) Project Details E) Effectiveness/Results F) Budget</p>

Publications/Projects will be judged against a standard of excellence. Go to www.sunspra.org for important application information and requirements. Winners will be notified via e-mail on Monday, May 5, 2008. The SUNSPRA Sunshine Medallion Awards will be presented on Friday, July 18, 2008, during the FASA Summer Conference in Naples. Conference details will be sent with award notification.

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