



THE SCHOOL DISTRICT OF
PALM BEACH COUNTY, FL

NAT HARRINGTON
CHIEF PUBLIC INFORMATION OFFICER

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SUPERINTENDENT

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Contact:

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Action By: April 19, 2013
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TO: All Principals and Department Heads

FROM: Nat Harrington, Chief Public Information Officer 

SUBJECT: 2013 SUNSHINE MEDALLION AWARDS

The Sunshine State School Public Relations Association (SUNSPRA), a member of the National School Public Relations Association (NSPRA), will recognize the hard work of Florida school districts through the School Public Relations Recognition Program. This is an opportunity for school districts to submit their best publications, PR tools, programs and projects to the annual Sunshine Medallion Awards program.


The very best in each category, by district size or by school/department, will be honored at an awards ceremony at the Florida Association of School Administrators (FASA) Summer Conference in Tampa, Florida, Wednesday, June 19, 2013. **Entries must be postmarked by Friday, April 19, 2013**, and winners will be notified by Friday, May 17, 2013.

All entries must have been underway, created or used between April 01, 2012 and April 01, 2013. Entries may include annual reports, handbooks, brochures, flyers, newsletters, posters, calendars, specialty items, videos, Public Service Announcements (PSA), Web sites, identity packages, special events, image campaigns, recognition programs, themed promotions, budget/finance campaigns, business partnerships, parent/community involvement, teacher/staff recruitment, cultural diversity and crisis communications/school safety projects.

For additional information, please call 239-377-0180 or email sunspra@collierschools.com.

EWG/NH:ca
Attachments

Approved: _____


E. Wayne Gent, Superintendent

The School District of Palm Beach County - Rated "A" by the Florida Department of Education 2005 – 2012

"Home of Florida's First LEED Gold Certified School"

www.palmbeachschools.org

The School District of Palm Beach County is an Equal Education Opportunity Provider and Employer



2013 Sunshine Medallion Awards School Public Relations Recognition Program

Call for Entries

You work hard. You deserve recognition for your efforts and the efforts of your schools and partner organizations.

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

Publications, PR Tools, Programs and Projects
as entries in the annual Sunshine Medallion Awards program.

The very best in each category, by district size or by school, will be honored at the SUNSPRA awards ceremony at the Florida Association of School Administrators (FASA) Summer Conference. The ceremony will be held at 10 am on June 19, 2013, at the Grand Hyatt Tampa Bay. You need not be present to win.

Entry deadline: Friday, April 19, 2013. Winners notified: Friday, May 17, 2013

If there are not enough entries in a category, judges may group similar entries into 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 your work (their work) for recognition.**

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

Cost \$75 (Member) – per entry

(Note: You must personally be a member of SUNSPRA to enter at this rate.)

Cost \$100 (Non-Member) – per entry

NOTE: Work on Publications, PR Tools, Programs and Projects entered in the Awards Competition must have been underway, created, or used between 4/01/2012 and 4/01/2013.

If you are submitting a project that was entered in a previous year, you MUST document what you have done differently to improve or modify the project.

2013 SUNSHINE MEDALLION AWARDS – ENTRY FORM



Instructions: Submit two (2) copies of each entry in a pocket folder, 3-ring binder, or metal-tab folder. Include two (2) copies of the ONE PAGE Overview and applicable support material (project photo, artwork, videos, or web addresses) for use in awards presentation or SUNSPRA Website. Attach entry form securely to the front. **INCOMPLETE ENTRIES WILL NOT BE CONSIDERED FOR AWARDS.**

****Mail entries with payments to:** Joe Landon, Exec. Dir. Communications & Community Engagement, Collier County Public Schools, 5775 Osceola Trail, Naples, FL 34109. Include check or official Purchase Order for \$75 (member) or \$100 (non-member) per entry and payable to SUNSPRA. Questions: 239.377.0180 or email: sunspra@collierschools.com.

****Note:** The above shipping address and payment info is NEW for 2013!

DEADLINE – Entries must be postmarked by Friday, April 19, 2013. Entries will not be returned. Please complete all boxes.

Are you a SUNSPRA member? (check one)	YES <input type="checkbox"/>	NO <input type="checkbox"/>	Want membership info?	YES <input type="checkbox"/>
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Entry Title (25 words or less)			
School/Dept./Org.			
Principal/Administrator	District		
Entry Contact Person	E-mail		
Mailing Address	Phone		
	Fax		
<input type="checkbox"/> Small District (1-29,999 students) <input type="checkbox"/> Medium District (30,000-74,999) <input type="checkbox"/> Large District (75,000+) <input type="checkbox"/> School-based entry			
Should anyone else be notified if this entry wins? If so, please list contact information:			

1. To begin, check a category box for this entry. Duplicate this form for multiple entries, as necessary.

<p>PUBLICATIONS & PR TOOLS Check category. Include 2 sample copies in entry folder.</p> <p><input type="checkbox"/> Annual Report/Handbook – Student/Parent/Staff</p> <p><input type="checkbox"/> Wellness Annual Report</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 (provide 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/Brand 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>2. OVERVIEW: Provide the following on one page: A) Title. B) Purpose. C) Target Audiences, needs assessment. D) Quantities Produced. E) Effectiveness/Results. F) Budget.</p>	<p>2. OVERVIEW: Provide the following on one page: A) Title. B) Purpose. C) Target Audiences, needs assessment. D) Project Details. E) Effectiveness/Results. F) Budget.</p>

Entries will be judged against a Standard of Excellence described below.

Winners will be notified by Friday, May 17, 2013. The Sunshine Medallion Awards will be presented at a ceremony at the FASA Summer Conference, 10 am, June 19, 2013, at the Grand Hyatt Tampa Bay.

Lunch will follow Keynote Speaker from 12 pm to 1 pm at work-alike tables.



SUNSHINE MEDALLION Standards of Excellence

Entries will be judged against a Standard of Excellence. The judging method asks that judges concentrate on the following criteria in each Overview:

Purpose:

1. *What is the goal?* Goals are the overall outcomes of a program/project. Goals state what the effort is intended to accomplish and by when it will be accomplished. How was the need for the program/project determined?
2. *What is your objective?* Objectives represent specific knowledge, opinion, and behavioral outcomes to be achieved with the targeted audience. What some call "key results" or "calls to action" are expected of each segment of your target audience to accomplish the goal?
3. *Strategy:* What is the overall general plan, concept, or approach for the program/project to achieve the goal?
4. *Tactics:* What were actual events, media, and methods used to implement the strategy?

Target Audience:

Four questions to ask when listing audiences or publics:

1. *Who needs to know or understand?*
2. *Who needs to be involved?*
3. *Whose advice or support do we need?*
4. *Who will be affected?*

The key to defining target audiences is to identify what people need to be involved and what people will benefit from the program/project that you produce. Planners can develop specific and responsive program objectives and strategies if they know what different people know about an issue or situation, how they feel about it, and what they do that is either contributing to it or reacting to it.

Effectiveness/Results:

Tie back to objectives (did we achieve them?)

1. *Preparation* (background messages), *implementation* (numbers – clips, distribution list, etc.), *impact/behavioral* (long-term, donate blood, stop protesting; build it in to research).
2. How will the results of the evaluations be reported to program managers and used to make program changes? Or, what worked, what didn't, and how might it be improved in the future?

Budget:

1. What was the financial investment internally and/or externally?
2. What was invested in staff time, in what areas?

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