



Call for Entries

2010 Sunshine Medallion Awards School Public Relations Recognition Program

**You work hard. You deserve recognition for your efforts.
You, your schools, and 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 and district size will be honored at an awards ceremony at the FASA Summer Conference, July 25-28, 2010 (specific day TBA), at the Buena Vista Palace in Lake Buena Vista, Florida.

Winners will be notified by Friday, May 21, 2010.
(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
(Note: You must personally be a member of SUNSPRA to enter under this fee.)

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 4/01/2009 and 4/01/2010***

ATTENTION: Schools, School Districts, District Departments, PTA/PTO, Foundations and Partnerships
To learn more contact Leah Lauderdale, (863) 534.0698. E-mail: leah.lauderdale@polk-fl.net



www.sunspra.net

2010 SUNSHINE MEDALLION AWARDS – ENTRY FORM

Instructions: Submit each entry in a pocket folder, 3-ring binder or metal-tab folder. Include (2) copies of a ONE PAGE Overview, a project photo, and logo **ELECTRONICALLY on a CD** for use in awards presentation, or Website. Attach entry form securely to the front. **INCOMPLETE ENTRIES WILL NOT BE CONSIDERED FOR AWARDS.** Duplicate form as necessary.

****Mail entries to:** Leah Lauderdale, Senior Director, Polk County Public Schools, 1915 S. Floral Avenue, Bartow, FL 33830. Questions: (863) 534.0698 or leah.lauderdale@polk-fl.net

****Mail payment to:** SUNSPRA, 6008 Shore Acres Drive, Bradenton, FL 34209. Include check or official Purchase Order for \$75 (member) or \$100 (non-member) per entry. Questions on payment: Marianne Lorentzen, (941) 545.8476 or marianne@consultmarianne.com.

****Note:** above are new addresses to send entries and payment

DEADLINE – Entries Must be postmarked by Monday, April 30, 2010 (Entries will not be returned.) All information 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.

___ 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> <ul style="list-style-type: none"> <input type="checkbox"/> Annual Report/Handbook – Student/Parent/Staff <input type="checkbox"/> Newsletter – Internal/External, electronic or print (include 2-3 issues) <input type="checkbox"/> Poster/Calendar <input type="checkbox"/> Special Purpose Publication <input type="checkbox"/> Brochures/flyers <input type="checkbox"/> Website (print major pages, include web address) <input type="checkbox"/> Broadcast TV Programs <input type="checkbox"/> Promotional Video or Radio <input type="checkbox"/> Other: 	<p>PROGRAMS & PROJECTS Check category. Include backup material in folder/binder.</p> <ul style="list-style-type: none"> <input type="checkbox"/> Overall Image Campaign <input type="checkbox"/> Budget/Finance Campaign <input type="checkbox"/> Recognition Program (students, teachers, etc.) <input type="checkbox"/> Themed Promotion <input type="checkbox"/> Parent/Community Involvement <input type="checkbox"/> Business Partnership <input type="checkbox"/> Teacher/Staff Recruitment <input type="checkbox"/> Cultural Diversity <input type="checkbox"/> Crisis Communication/School Safety <input type="checkbox"/> Fund Raising Campaign/Special Event <input type="checkbox"/> Other:
<p>Attach 1-page OVERVIEW, including the following: A) Title B) Purpose C) Target Audiences, needs assessment D) Number Produced E) Effectiveness/Results F) Budget</p>	<p>Attach 1-page OVERVIEW, including the following: A) Title B) Purpose C) Target Audiences, needs assessment D) Project Details E) Effectiveness/Results F) Budget</p>

Publications/Projects will be judged against a Standard of Excellence (go to www.sunspra.net) for important applicant information and requirements. Winners will be notified on Friday, May 21, 2010. The Sunshine Medallion Awards will be presented at an awards ceremony at the Florida Association of School Administrators Summer Conference held at the Buena Vista Palace in Lake Buena Vista, FL, July 25-28. Details will be sent with award notification.

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