

# FOLSOM LAKE COLLEGE

100 SCHOLAR WAY • FOLSOM, CA 95630  
TELEPHONE (916) 608-6549

CHECK NO. **FL- 00882**

VENDOR NO. **0000003279**

LOCATION **09**

DATE **July 18, 2014**

TO **NCMPR**  
**C/o Cris Monahan Bremer**  
**Fresno City College**  
**1101 E. University**  
**FRESNO CA 93741**

REQUISITIONED BY  
**LPO F2738 / HART**

<b>GENFD</b>	<b>5890</b>	<b>11</b>	<b>FL VA PISO</b>	<b>67100</b>	<b>00000</b>	<b>2015</b>	<b>051C</b>	<b>50.-</b>
BUS UNIT	ACCOUNT	FUND	DEPARTMENT (ORG)	PROGRAM	CLASS	BY	PROJECT/GRANT	AMOUNT

BUS UNIT	ACCOUNT	FUND	DEPARTMENT (ORG)	PROGRAM	CLASS	BY	PROJECT/GRANT	AMOUNT

QUANTITY	UNIT	DESCRIPTION	UNIT PRICE	EST. TOTAL AMOUNT
		<b>2014 NCMPR Entry Fees for District 6 Medallion Awards</b>		
<b>1</b>	<b>EA</b>	<b>Category 03 - Viewbook</b>	<b>25-</b>	<b>25<sup>00</sup></b>
<b>1</b>	<b>EA</b>	<b>Category 17 - Postcard</b>	<b>25-</b>	<b>25<sup>00</sup></b>
		<b>Total</b>		<b>\$ 50<sup>00</sup></b>
		RECEIVED BY: _____		
		DATE: _____		

**FOLSOM LAKE COLLEGE**  
REVOLVING FUND ACCOUNT  
100 Scholar Way • Folsom, CA 95630

**BANK OF AMERICA**  
GOVERNMENT BANKING

CHECK  
No. **FL-00882**

DATE: **July 18, 2014**

11-35  
1210

Folsom Lake College  
will pay to the order of:

**NCMPR** \_\_\_\_\_

\$ **50<sup>00</sup>**

**Fifty and 00/100** \_\_\_\_\_ DOLLARS

(NOT TO EXCEED \$250.00)  
\* THIS CHECK VOID 60 DAYS FROM DATE DRAWN

⑈000882⑈ ⑆121000358⑆ 14993 11042⑈



**LIMITED PURCHASE ORDER**  
(Not to Exceed \$200.00)

<b>VENDOR NAME AND ADDRESS:</b> <b>NCMPR</b> C/o Cris Monahan Bremer Fresno City College 1101 E. University Fresno, CA 93741 559-489-2218		<b>DELIVERY INSTRUCTIONS:</b> <input type="checkbox"/> Deliver to Address Below (Check one) <input checked="" type="checkbox"/> Will Call Folsom Lake College, Attn. Kristy Hart 10 College Parkway Folsom, CA 95630	
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ITEM	DESCRIPTION GIVE COMPLETE DESCRIPTION, INCLUDING CAT. NO. & SIZES	ORDERED			UNIT PRICE	TOTAL
		QUANTITY	UNIT	STOCK NO.		
1	Entries into the 2014 NCMPR					
2	District 6 Medallion Awards					
3						
4	Category 03 - Viewbook					25.00
5	Category 17 - Postcard					25.00
6						
7						
8	Pre-Pay: Return check to Kristy Hart					
9						
10						

**Purchases Charged to Categorical Programs, Grants or Special Projects**  
This purchased is in compliance with the requirements of:

Program Name		SUB-TOTAL	50.00
For grants/special projects		SALES TAX	0
Program Director/Coord. Signature	Project/Grant Number	<b>TOTAL</b> (Not to Exceed \$200.00)	50.00
Program Goal/Objective Number/Explanation			

**VENDOR:** Reference P.O. number on all invoices and packing slips. Total invoice may not exceed \$200.00 including tax and shipping costs. Mail invoices in duplicate to: Los Rios Community College District, Accounting Department, 1919 Spanos Court, Sacramento, CA 95825.

I/WE hereby certify the items/services listed above are to be obtained in accordance with District Regulation 8323, Section 4, Conflict of Interest, and all other applicable district, state, and federal policies, rules, regulations, and laws.

RECEIVED BY: <i>Kristy Hart</i> TYPED/PRINT: <i>Kristy Hart</i> DATE: <i>6/30/14</i>	RECEIVED BY: _____ DATE: _____	GENFD: 5890 / 11 / FLYA.PISO Bus. Unit Account Fund Org 67100 / 00000 / 2015 / 051C Program Sub-Class BY Proj/Grnt \$ 50.00 Amount
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APPROVED: DEAN OR OTHER AUTHORIZED SIGNATURE <i>Kathleen Kukler</i> DATE: <i>7/2/14</i>	APPROVED: _____ DATE: _____	Bus. Unit Account Fund Org Program Sub-Class BY Proj/Grnt \$ _____ Amount
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2014 NCMPR DISTRICT 6

# MEDALLION AWARDS

## CALL FOR ENTRIES

### OFFICIAL CRITERIA

The NCMPR District 6 Medallion Awards recognize outstanding creativity and innovation in communication for community, junior and technical college professionals. Colleges competing in the Medallion Awards represent varying staff sizes and budgets.

Winners of the NCMPR District 6 Medallion Awards competition will be announced at the District 6 Medallion Awards event on September 25, at the Sheraton Grand Sacramento.

### HOW TO ENTER

Send one copy of each submission with two copies of the NCMPR District 6 Medallion Awards entry form and separate description of the objective and intended audience of the entry to:

Cris Monahan Bremer  
College Director of Marketing and Communications,  
Fresno City College  
1101 E. University  
Fresno, CA 93741  
559.489.2218

### PAYMENT DETAILS

Payment may be made by check or credit card. To pay your Medallion entry fees, go online to [www.ncmpr.org/districts/D6-Medallions](http://www.ncmpr.org/districts/D6-Medallions).

If paying by check, complete the payment form online. An invoice will be emailed to the address listed on the payment form. Submit the invoice to your business office for processing, and then place the check (U.S. funds payable to NCMPR) in a separate envelope and attach it to the first entry (one check to cover all entries). Personal checks are accepted; purchase orders and billing requests are not accepted.

If paying by credit card, complete the payment form online. A confirmation receipt will be emailed to the address listed on the payment form. Send a copy of the online confirmation receipt in a separate envelope and attach it to the first entry (one confirmation to cover all entries).

### ENTRY FEES & DEADLINES

Early Bird Deadline is August 15, 2014

NCMPR Member Fee	\$25/entry
Nonmember Fee	\$40/entry

Entries and payment must arrive by August 15, 2014 to qualify for the early bird discount rate.

General Deadline is August 29, 2014

NCMPR Member Fee	\$35/entry
Nonmember Fee	\$50/entry

Entries and payment must arrive by August 29, 2014 to qualify for judging.

### RECEIVING AWARDS

Those colleges receiving awards will receive an announcement message in early September. Awards will be presented September 25 during the NCMPR District 6 conference in Sacramento, California.

### THE FINE PRINT

Reminder: Each entry must include a brief description of your objective and intended audience. Some categories require additional information.

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, 2013 and August 31, 2014.
2. Entries that 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 in multiple categories.
4. One copy of the entry form must be attached to each entry. Do not use staples.
5. Judges reserve the right to move any entry to a category deemed more appropriate than the one in which it was submitted.
6. All entries not following guidelines will be automatically disqualified.
7. Campaign 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. Medallion Awards certificates will be presented at the Medallion ceremony. Should you be unable to attend to collect your award, please contact Cris Bremer.



## 2014 NCMPR DISTRICT 6 MEDALLION AWARDS

# THE CATEGORIES

### PRINT

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- 01 Academic Catalog**
- 02 Class Schedule: Division A and B.**
- 03 Viewbook:** Publications must be used primarily for student recruitment.
- 04 College Annual Report/Report to the Community: Division A and B.**
- 05 Foundation Annual Report (fundraising)**
- 06 Student Handbook**
- 07 Newsletter:** May be up to 16 pages in length. Submit any two consecutive issues within the entry year.
- 08 Magazine:** Generally, magazines are 16 or more pages in length. Submit any two consecutive issues within the entry year.
- 09 Brochure:** Division A and B. DO NOT mount.
- 10 Brochure, Series:** Limit submission to three brochures in a series. DO NOT mount.
- 11 Flier:** This used to be combined with the brochure category, but now it's a stand-alone category for single-page promotional materials, which may be one- or two-sided.
- 12 Flier, Series:** Limit submission to three fliers in a series. DO NOT mount.
- 13 Sports Brochure or Program:** Entries may include media guides, individual or season game programs, multifold brochures/fliers, or recruitment pieces. DO NOT mount brochures.
- 14 Poster:** Division A and B. Posters must be mounted on heavy poster board (if a border is used, it may not be wider than a half-inch). DO NOT submit rolled-up or folded posters.
- 15 Poster, Series:** Limit submission to three posters in a series. Mount each one individually on heavy poster board (if a border is used, it may not be wider than a half-inch). DO NOT submit rolled-up or folded posters.
- 16 Folder**
- 17 Postcard (single or series):** Entries must be able to be mailed without an envelope and must meet U.S. Postal Service requirements. For a postcard series, limit the entry to three postcards in the series. DO NOT mount postcards.
- 18 Notes/Cards/Invitations (single or series):** These may include thank-you cards, holiday greeting cards, invitations to special events or other kinds of special note cards.

### ELECTRONIC

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*NOTE: For all electronic entries, you must provide a URL for each entry so that judges can easily access it. The URL should remain active from August 29, 2014, through September 30, 2014. Electronic entries may no longer be submitted on a CD or DVD.*

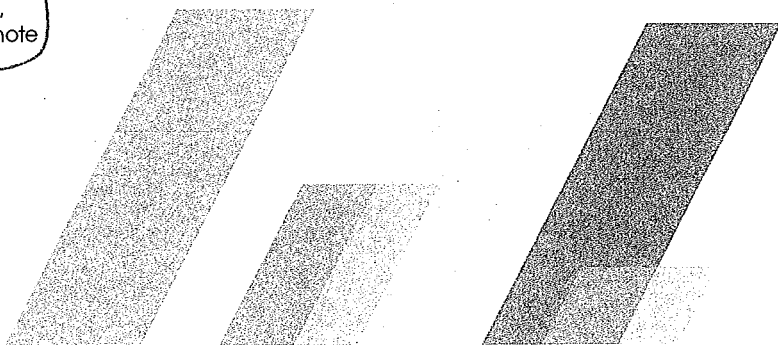
- 19 Electronic Academic Catalog**
- 20 Electronic Class Schedule**
- 21 Electronic Viewbook**
- 22 Electronic College Annual Report/Report to the Community**
- 23 Electronic Newsletter:** May be targeted at either internal or external audiences.
- 24 E-Cards:** May include thank-you cards, holiday greeting cards, invitations to special events or other kinds of special note cards produced and delivered in an e-format.
- 25 Website:** The focus is on the college's entire website. Entries will be judged between August 29, 2014, through September 30, 2014.
- 26 Microsite:** Entries include individual pages or small clusters of pages which function as a discrete entity within the college's main website.

### VIDEO

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*NOTE: For all video entries, it is the college's responsibility to house the file on the college website, YouTube channel or other video-sharing site. You must provide a URL for the entry so that judges can easily access it. The URL should remain active from August 29, 2014, through September 30, 2014. Video entries may no longer be submitted on a CD or DVD.*

- 27 College Promotional Video:** Recruitment/image pieces qualify. Promotion can be for the entire college or for specific activities, events or academic programs.
- 28 Video Shorts:** Entries may be no longer than 3 minutes in length and are typically used on social media, YouTube or the college website.
- 29 Magazine-Style Video Program (formerly College Video Program):** Includes regular programs, talk shows, interviews and special features delivered via webcasts or podcasts or telecast on TV or cable systems.



## 2013 NCMPR DISTRICT 6 MEDALLION AWARDS

# THE CATEGORIES

### PHOTOGRAPHY/ILLUSTRATION

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- 30 Original Photography-Unmanipulated (color or black-and-white):** Submit in print form, 8" x 10" preferred. Mount on heavy poster board (if a border is used, it may not be wider than a half-inch). On the back, provide a title for the photo and a brief description of how it was used. Photos may not be manipulated in Photoshop, Illustrator, etc.
- 31 Original Photography-Manipulated (color or black-and-white):** Submit the original photo and the manipulated photo (each 8" x 10") in print form. Mount them side-by-side on a single heavy poster board (if a border is used, it may not be wider than a half-inch). On the back, provide a title for the photo and a brief description of how it was used.
- 32 Logo Design:** Designs used on college stationery, publications, business cards, websites, etc. Entries may include special designs for anniversaries, theme events and celebrations. Logo designs **MUST** be accompanied by samples of use (at least one sample and not more than three). Submit photographs of bulky items such as mugs, T-shirts, water bottles, etc.
- 33 Computer-Generated Illustration:** Submit in hard-copy format with a listing of hardware and software used to generate the image. Examples of illustrations for this category include those created in Photoshop, Illustrator and FreeHand. Items entered in this category may also be entered in other categories.

### ADVERTISING

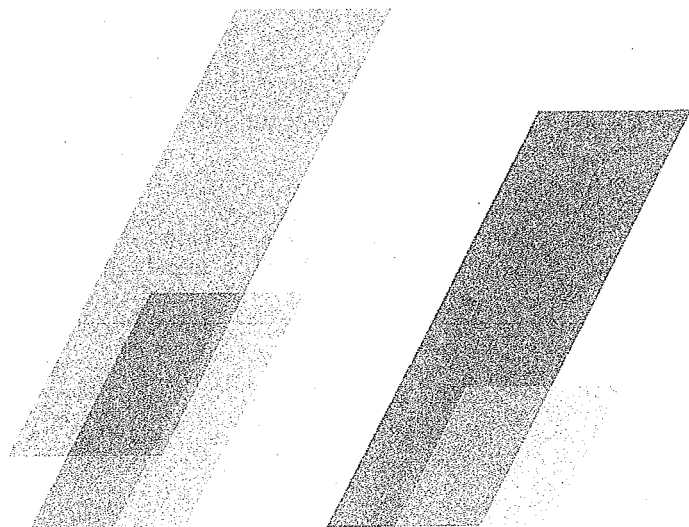
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- 34 Print Advertisement, Single:** Ad should be mounted on heavy poster board (if a border is used, it may not be wider than a half-inch).
- 35 Print Advertisement, Series:** Limit submission to three ads in a series. Ads should be mounted together on a single heavy poster board (if a border is used, it may not be wider than a half-inch).
- 36 Radio Advertisement/PSA, Single:** 60-second maximum length. Provide a URL for the entry so that judges can easily access it. Add a title slide with the college name, title of entry and length of entry. The URL should remain active from August 29, 2014, through September 30, 2014. Radio ads may no longer be submitted on a CD.
- 37 Radio Advertisement/PSA, Series:** 60-second maximum length per spot in series. Limit to three spots in a series. Combine the series in a single file and provide a URL for the entry so that judges can easily access it. Add a title slide with the college name, title of series and length of each ad in the series. The URL should remain active from August 29, 2014, through September 30, 2014. Radio ads may no longer be submitted on a CD.

### ADVERTISING (continued)

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- 38 Television Advertisement/PSA, Single:** 60-second maximum length. Provide a URL for the entry so that judges can easily access it. Add a title slide with the college name, title of entry and length of entry. The URL should remain active from August 29, 2014, through September 30, 2014. TV ads may no longer be submitted on a DVD.
- 39 Television Advertisement/PSA, Series:** 60-second maximum length per spot in series. Limit to three spots in a series. Combine the series in a single file and provide a URL for the entry so that judges can easily access it. Add a title slide with the college name, title of series and length of each ad in the series. The URL should remain active from August 29, 2014, through September 30, 2014. TV ads may no longer be submitted on a DVD.
- 40 Novelty Advertising:** Examples include T-shirts, cups, key chains and other promotional items. Also included are special promotions like movie theater ads and anything "out of the ordinary."
- 41 Online Advertising:** Includes Facebook ads, Google ads, Web banner ads, etc. Submit in hard-copy format and include a screen shot showing the ad in use. Mount side-by-side on heavy poster board (if a border is used, it may not be wider than a half-inch).
- 42 Outdoor Media:** Entries may be a billboard, banner, bus panel or other form of large-display advertising posted outdoors. Submit a copy of the artwork, 8" x 10" color print mounted on heavy poster board (if a border is used, it may not be wider than a half-inch). Also include a photo of the advertisement in use. For a series, limit the entry to three in the series.
- 43 Interior Signage/Displays:** Entries may be exhibit booths, displays, wall murals, window clings, interior signage or other displays designed for indoor use. Submit a copy of the artwork, 8" x 10" color print mounted on heavy poster board (if a border is used, it may not be wider than a half-inch). Also include a photo of the entry in use. For a series, limit the entry to three in the series.



## CAMPAIGNS

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For each of these categories, the entry must be accompanied with a summary sheet containing the following information:

- a) A brief description of the project's objectives.
- b) The strategies and tactics developed to meet those objectives.
- c) Samples of communication pieces used in the implementation of the campaign (press releases, fact sheets, brochures, posters, media coverage, radio spots, videos, etc.)
- d) A brief evaluation of the results and outcomes.

Materials should be packaged in a single, standard-sized notebook. Oversized or bulky items such as mugs, displays or large posters should be photographed, and the photos placed in the notebook. Audio, video, electronic or online materials may also be included; provide URLs for each item so the judges can easily access them. (No CDs or DVDs) posters don't need to be mounted in this category. Individual items included as elements of these campaigns may also be entered in other categories.

Entries not conforming to these guidelines will be disqualified.

- 44 Communications Success Story:** Entries may focus on media coverage of a feature or news-based story, college event or program, or a college crisis.
- 45 Government Relations or Community Relations Projects:** Entries should be one of the following: an information or lobbying campaign on behalf of the college directed to legislators or elected officials; an information campaign to educate the community about your college; a communications program regarding a unique class or program designed to help solve a community problem; or an information campaign to promote a college bond or property tax referendum.
- 46 Special Event Promotion:** Types of programs include college anniversaries, dedications or other college events.
- 47 Successful Recruitment or 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.
- 48 Fundraising Campaign:** Designed for two-year college foundations and advancement offices that develop giving campaigns.
- 49 Social Media or Online Marketing Campaign:** Social Media Campaign entries include initiatives such as Facebook or Twitter campaigns, blogs, and viral video (such as YouTube). Online Marketing Campaign entries include search engine marketing campaigns, mobile marketing campaigns and email marketing campaigns.

## MISCELLANEOUS

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- 50 Feature Writing:** Entries may include opinion pieces, articles in newsletters or magazines, and other pieces published in print or online. The focus is on the quality of writing.
- 51 Wild Card:** Includes marketing pieces that just don't fit anywhere else. Large or awkward-sized items should be photographed, and the photos mounted on heavy poster board (if a border is used, it may not be wider than a half-inch).



## RIISING TO THE CHALLENGE

IMPROVING AND DEFINING STUDENT SUCCESS  
WHILE INCREASING ACCESS

September 24-26, 2014  
Sheraton Grand Sacramento  
[www.ncmpr.org/districts/district6](http://www.ncmpr.org/districts/district6)