

# LOS RIOS COMMUNITY COLLEGE DISTRICT

PURCHASE ORDER NO 0001100393

PURCHASING: (916) 568-3071 • FAX: (916) 568-3145  
 ACCOUNTING OPS: (916) 568-3065 • FAX: (916) 286-3636

Date	Revision	Page
07/19/2018		1
Payment Terms	Freight Terms	Ship Via
NET 30	Shipping Point	Best Metho
Reference:	Location / Dept	
1013566 HARTK SHEWMAKERN	04ASPH10	

PLEASE SEE REVERSE SIDE FOR TERMS AND CONDITIONS.

**Supplier:** 0000006855  
 NATIONAL COUNCIL FOR MARKETING AND  
 PUBLIC RELATIONS  
 5901 WYOMING BLVD NE #J-254  
 ALBUQUERQUE NM 87109

**Phone:** (505) 349-0500

**email:**

**Ship To:** FOLSOM LAKE COLLEGE  
 RECEIVING  
 10 COLLEGE PARKWAY  
 FOLSOM CA 95630  
 United States

**Bill To:** 1919 Spanos Court  
 Sacramento CA 95825-3981  
 United States

Tax Exempt? N

Line-Sch	Item/Description	Quantity UOM	PO Price	Extended Amt	Due Date
1- 1	FOLSOM LAKE COLLEGE ENTRIES FOR NCMPR 2018 DISTRICT 6 MEDALLION AWARDS	7.00 CHG	35.00	245.00	07/19/2018

PREPAYMENT REQUIRED - SEE INVOICE #717

Sub Total Amount	245.00
Sales Tax Amount	0.00
Total PO Amount	245.00

BU	Acct	Fd	Org	Prog	Sub	Proj	Amount	BYear
GENFD	5890	11	FL.CP.PISO	67100	00000	041A	245.00	2019

0001013566CHAVEZA18-JUL-2018

Verification of this purchase order can be made using the Los Rios Community College District web site listed below. If you have any questions, please contact the Purchasing Office at (916)568-3071.

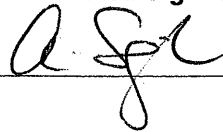
<http://www.losrios.edu/purchasing/povalidation>

Addition to Terms and Conditions/Revised 01/26/18

23. CERTIFICATION: CONTRACTOR warrants that it is not debarred or suspended, proposed for debarment or declared ineligible for award of contracts by any Federal, State or local Agency.

All shipments, invoices, and correspondence must be identified with our Purchase Order Number. Overshipments will not be accepted unless authorized by Buyer prior to shipment.

Authorized Signature



Notice to vendor: You are responsible for delivering goods and delivery documents to the Receiving Department at the site. Failure to do so will delay payment processing. Vendor is responsible for obtaining verification of delivery by authorized Receiving Room personnel. Receipt of goods by other parties and failure to obtain authorized signatures may also delay payment. NOTE: PAYMENT TERMS NET 30  
 MATERIAL SAFETY DATA SHEETS (MSDS) must be provided with the delivery of product as required by law.

## LOS RIOS COMMUNITY COLLEGE DISTRICT

American River College • Cosumnes River College • Folsom Lake College • Sacramento City College

### PURCHASE ORDER TERMS AND CONDITIONS

1. **APPLICABLE LAW:** The contract resulting from this order shall be governed by the laws of the State of California
2. **COMPLETION OF ORDERS:** LRCCD reserves the right to withhold payment until order is completed.
3. **DISCOUNTS:** Please show cash payment discount offered on your invoice in connection with any discount offered, time will be computed from date of delivery of the supplies or equipment, or from date correct invoices are received in the office specified by LRCCD if the latter date is later than the date of delivery. Payment is deemed to be made for the purpose of earning discount, on the date payment is mailed or on behalf of LRCCD.
4. **INVOICES:** Invoices shall be prepared and submitted in duplicate unless otherwise specified. Invoices shall contain Purchase order number, date, description of items, sizes and quantities, unit prices, extended totals, place and date of delivery. Invoices or vouchers not on printed bill heads shall be signed by the CONTRACTOR or person furnishing the supplies or services. Every invoice shall be properly itemized. If LRCCD has not received billing for product or services within a one year period LRCCD will not be held responsible for satisfying the debt.
5. **CHANGES:** No change or modification in terms, quantities, or specifications may be made without express authorization in writing from the LRCCD Purchasing Office and signed by the parties hereto, and no oral understanding or agreement not incorporated herein shall be binding on any of the parties hereto. If unit cost of any item exceeds the amount shown by 10% or \$250.00 whichever is less do not ship. Contact LRCCD Purchasing at the phone number provided.
6. **BILL OF LADING:** If Bill of Lading is applicable to this order, send originals to "Ship to" address and duplicate Bill of Lading with invoices to "Bill to" address. All correspondence, invoices, bills of lading, shipping memos, packages, etc., must show purchase order number. If factory shipment, advise factory to comply.
7. **TRANSPORTATION CHARGES:** Invoices for prepaid transportation charges must be supported by original receipted expense bills.
8. **FOB POINT AND FREIGHT CHARGES:** Unless otherwise specified on this order, all items shall be delivered FOB Destination. No charge for delivery, drayage, express, parcel post, packing, cartage, insurance, license fees, permits, or for any other purpose will be paid by LRCCD unless expressly included and itemized in the order. Unless otherwise shown, on "FOB Shipping Point" transactions, CONTRACTOR shall arrange for lowest cost transportation, prepay and add freight to invoice and furnish supporting freight bills if the amount exceeds \$50.00. On "FOB Shipping Point" transactions, should any shipments under this purchase order be received by LRCCD in a damaged condition and any related freight loss and damage claims filed against the carrier or carriers be wholly or partially declined with the inference that damage was the result of the act of the shipper such as inadequate packaging or loading or some inherent defect in the equipment and/or material, CONTRACTOR on request of LRCCD shall at CONTRACTOR's own expense assist LRCCD in establishing carrier liability by supplying evidence that the equipment and/or materials was properly constructed, manufactured, packaged, and secured to withstand normal transportation conditions. Shipments that are California intrastate in nature and where freight is to be borne by LRCCD shall be tendered to carriers with written instructions that rate and charges may not exceed the lowest lawful rates on file with the California Public Utilities Commission.
9. **PATENT INDEMNITY:** The CONTRACTOR shall hold LRCCD, its officers, agents and employees harmless from alleged liability of any nature or kind, including costs and attorney fees and expenses, for infringement or use of any copyrighted or uncopyrighted composition, secret process, patented or unpatented invention, article or appliance furnished or used in connection with the contract or purchase order.
10. **TAXES:** Certain articles sold to LRCCD are exempt from certain Federal excise taxes. LRCCD will reimburse the CONTRACTOR for, or pay directly, all California State and local sales and use taxes applicable to this purchase.
11. **EQUAL OPPORTUNITY EMPLOYER:** The acceptance of this purchase order by a supplier of goods and services is a certification that such supplier complies with all provisions of executive order 11246 and is an equal opportunity employer.
12. **GENERAL SAFETY ORDERS:** All materials, supplies and services sold to LRCCD shall conform to the general safety orders of the State of California. All materials, except as otherwise specified, must be new and of the best quality of their respective kinds.
13. **INDEMNIFICATION:** CONTRACTOR shall indemnify, defend and hold harmless LRCCD, its trustees, officers, agents, employees and volunteers, from any and all claims, demands, suits, causes of action, damages, penalties, breaches of this agreement, infringement of patent rights, costs, expenses, violations of employee occupational health and safety laws, attorney fees, losses or liability, property damage, personal injuries to or death of persons, arising out of, alleged to have arisen out of, or relating in any way to CONTRACTOR's work to be performed under this agreement, except if caused solely by the negligence of LRCCD.
14. **TERMINATION:** LRCCD may terminate this agreement and be relieved of the payment of any consideration to CONTRACTOR should CONTRACTOR fail to perform the covenants herein contained at the time and in the manner herein provided. In the event of such termination LRCCD may proceed with the work in any manner deemed proper by LRCCD. The cost to LRCCD shall be deducted from any sum due the CONTRACTOR under this agreement and the balance if any, shall be paid the CONTRACTOR upon demand.
15. **ASSIGNMENT:** Without the written consent of LRCCD, this agreement is not assignable by CONTRACTOR either in whole or in part.
16. **PUBLIC WORKS PROJECTS:** CONTRACTOR must comply with Public Contract Code.
17. **CA LABOR CODE:** Pursuant to Section 1700, and following, the CONTRACTOR shall pay not less than the prevailing rate of per diem wages as determined by the Director of the California Department of Industrial Relations. Copies of such prevailing rate of per diem wages are on file at the Business Office of the Los Rios Community College District, 1919 Spanos Court, Sacramento, CA 95825. Those copies shall be made available to any interested party upon request. The CONTRACTOR shall forfeit, as penalty to the LRCCD, Fifty Dollars (\$50.00) for each calendar day or portion thereof, for each workman paid less than the stipulated prevailing rates for any work done under the contract by him/her or by any subcontractor under him, in violation of the provisions of such Labor Code.
18. **NOTICE:** Your employees may be exposed to hazardous substances during the course of their work while on LRCCD property. For additional information on the hazardous substances that your employees may be exposed to contact the LRCCD General Services Department at (916) 568-3048.
19. **INSURANCE:** CONTRACTOR shall, at all times, maintain in full force and effect the following insurance: Workers' Compensation, Commercial General Liability, Auto Liability, and Professional Liability if licensed professional. Policy limits for each shall be at least \$1,000,000 AND \$3,000,000 AGGREGATE for bodily injury, personal injury and property damage. Any combination of General Liability and Excess Coverage can be combined to meet the Aggregate. LRCCD shall be named as an additional insured on CONTRACTOR's policies. The CONTRACTOR shall provide a certificate of insurance and required endorsements to comply with this section at least 15 days prior to commencement of work under this contract. The certificate shall state that LRCCD will be given 30 days notice of any material change or cancellation in coverage.
20. **DISQUALIFIED EMPLOYEES:** CONTRACTOR shall ensure that persons who perform services on LRCCD property have not been convicted of any felony, or any controlled substance offense or any sex offense as those terms are defined by Education Code section 87008-87010. If LRCCD determines that any person employed by CONTRACTOR to work on LRCCD property is incompetent, unfaithful, intemperate, disorderly, abusive or is otherwise unsatisfactory, CONTRACTOR shall cause that employee to be removed from working on LRCCD property immediately, and that person shall not be employed again on LRCCD property.
21. **WORK AUTHORIZATION:** Prior to LRCCD's acceptance of this Agreement, CONTRACTORS who are not U.S. citizens must provide verification of (a) work authorization status from the appropriate U.S. Department of State; (b) a copy of their U.S. visa; (c) the number of days present in the U.S.; and (d) tax treaty status. LRCCD shall not make any payments to CONTRACTOR unless CONTRACTOR holds the appropriate U.S. visa. CONTRACTOR is responsible for ensuring they are in possession of the appropriate visa.
22. **WARRANTY:** CONTRACTOR expressly warrants that all materials, goods, equipment, services, and/or labor shall conform to the requirements set forth or incorporated into this order and any applicable industry standards or requirements, shall be merchantable and free from defects in workmanship, materials and/or design (including latent defects), and shall perform as specified. CONTRACTOR further warrants that all materials, goods, equipment, services, and/or labor will be fit and sufficient for the particular purposes intended by LRCCD. Unless agreed upon otherwise between LRCCD and CONTRACTOR, the warranty period shall be the longer of: (a) any express warranty included in this service agreement; (b) one year after the materials, goods, equipment, services, and/or labor are accepted by LRCCD; or (c) any warranty period provided under any applicable California law.

# Requisition

**Supplier:** NATIONAL COUNCIL FOR MARKETING AND PUBLIC RELATIONS  
 5901 WYOMING BLVD NE #J-254  
 ALBUQUERQUE NM 87109  
 United States

**Phone:** (505) 349-0500  
**email:**

**Ship To:** RECEIVING  
 10 COLLEGE PARKWAY  
 FOLSOM CA 95630-6798

<b>Business Unit:</b> GENFD OPEN		<b>Page</b>
<b>Req ID:</b> 0001013566	<b>Date:</b> 07/17/2018	1
<b>Requisition Name:</b> NCMPR 2018 MEDALLION ENTRIES		
<b>Requester</b> Kristy Hart		
<b>Requester Signature</b>		
<b>Buyer:</b> Nicholas Shewmaker		
<b>Approved:</b>		
<b>Entered By:</b> HARTK 17-JUL-2018		

Line-Schd	Description	Quantity	UOM	Price	Extended Amt	Due Date
1-1	FOLSOM LAKE COLLEGE ENTRIES FOR NCMPR 2018 DISTRICT 6 MEDALLION AWARDS	7	CHG	35.00	245.00	

Total Requisition Amount: 245.00

PREPAYMENT REQUIRED - SEE INVOICE #717

<u>BU</u>	<u>Acct</u>	<u>Fd</u>	<u>Org</u>	<u>Prog</u>	<u>Sub</u>	<u>Proj</u>	<u>Amount</u>
GENFD	5890	11	FL.CP.PISO	67100	00000	041A	245.00

<b>Approval Signature</b> 	<b>Approval Signature</b>	<b>Approval Signature</b>
-------------------------------	---------------------------	---------------------------



NCMPR 2018 District MEDALLION Awards

Invoice # 717

National Council for Marketing & Public Relations  
 5901 Wyoming Blvd. NE, #J-254  
 Albuquerque, NM 87109

Folsom Lake College  
 Kristy Hart  
 10 College Parkway  
 Folsom, California 95630  
 9166086993

**Invoice / Receipt**

Date	Details	Amount	Notes
7/17/2018	D6-01M-7643, Print > 1. Academic Catalog or Class Schedule, 2018-2019 Catalog	\$35.00	Base Rate - Regular Rate
7/17/2018	D6-03M-7644, Print > 3. Annual Report, 2016-2017 Annual Report	\$35.00	Base Rate - Regular Rate
7/17/2018	D6-04M-7647, Print > 4. Newsletter, Los Rios Matters - Spring 2018 issue	\$35.00	Base Rate - Regular Rate
7/17/2018	D6-02M-7651, Print > 2. Viewbook, 2018 Viewbook	\$35.00	Base Rate - Regular Rate
7/17/2018	D6-06M-7655, Print > 6. Brochure (single or series), Career & Technical Education brochure series	\$35.00	Base Rate - Regular Rate
7/17/2018	D6-07M-7659, Print > 7. Specialty Publication, New Student Survival Guidebook	\$35.00	Base Rate - Regular Rate

7/17/2018	D6-15O-7662, Digital/Electronic Media > 15. Electronic Newsletter, "In Touch" newsletter	\$35.00	Base Rate - Regular Rate
	<b>Total:</b>	<b>\$245.00</b>	

Total: \$245.00

Amount Owed: \$245.00. Paying by Check

If paying by check, please make checks payable to your **NCMPR District 6** and include "District Medallion entries" on the memo line of the check. Mail the check AND a copy of the invoice to the NCMPR national office at:

NCMPR

5901 Wyoming Blvd. NE, #J-254

Albuquerque, NM 87109

# The District 6



# 2018 Medallion Awards

## Call for Entries

Sponsored by the National Council for Marketing & Public Relations (NCMPR), the **Medallion Awards recognize outstanding achievement in design and communication at community and technical colleges in each of seven districts.** It's the only regional competition of its kind that honors excellence exclusively among marketing and public relations professionals at two-year colleges.

Recognized as the leading professional development organization for two-year college communicators, NCMPR provides regional and national conferences, webinars, a summer institute, relevant information on emerging marketing and PR trends, and **connections to a network of more than 1,700 colleagues across the country.** NCMPR is an affiliate council of the American Association of Community Colleges.

**District 6 includes** Arizona, California, Hawaii, Nevada, Utah, Commonwealth of the Northern Mariana Islands, Federated States of Micronesia, Republic of Palau, Republic of the Marshall Islands and Territory of Guam.

## What's New?

### MAKE NOTE OF THESE IMPORTANT CHANGES

1. A new Social Media category added
2. Class Schedule combined with Academic Catalog
3. Student Handbook category eliminated; enter under Specialty Publications
4. Entries will be judged by NCMPR member peers and industry experts

## Important Details About the Medallions

### Who Can Enter

The creative effort/concept must have originated from a community or technical college or district or state governing organization for two-year colleges within District 6.

Entries may not be submitted through an ad agency; make submissions through a college, district or state governing association only.

### What to Enter

- Entries must have been published, broadcast, displayed and used between July 1, 2017, and June 30, 2018.
- Entries must be new designs or publications in the entry year; those that represent previously submitted work with minor modifications will be disqualified.
- Entries must be original, creative work, without the use of templates that can be customized for individual college use.
- A contestant may submit as many entries in each category as desired. The same entry may not be submitted in two separate categories except as noted.

**Important:** NCMPR carefully screens each entry and reserves the right to make adjustments to categories and placement in categories as determined to be in the best interest of those submitting entries and the contest rules.



# The District 6 2018 Medallion Awards

## Judging

**The Judges:** The district Medallion Awards will be judged by a combination of NCMPR peers and industry experts in each of NCMPR's seven districts. (Note: NCMPR's national Paragon Awards are judged by outside industry experts.)

**Awards:** Gold, silver and bronze awards in the college's name will be given in each category.

**Announcement of winners:** Winners will be announced at the District 6 fall conference, scheduled Sept. 19-21 in Flagstaff, Arizona. The winners will be notified at the end of August if they have placed in one of the top three spots. The advance notification will allow the winners the opportunity to attend the district conference and awards ceremony. Transportation, lodging and conference costs are the responsibility of the winning colleges.

**Entry returns/rights statement:** Entries will not be returned. NCMPR District 6 assumes the right to use them for exhibition, publication and publicity. Entrants agree to hold NCMPR District 6 harmless of any claims that may be made against it by reason of such reproductions. Soliciting releases is the sole responsibility of the entrant. NCMPR District 6 takes no responsibility for any work that might be damaged or lost.

**Rules/appeals committee:** Contestants have 30 days from the date of the awards presentation to file a written appeal to NCMPR District 6. The NCMPR District 6 Executive Council shall act as the final authority in all matters.

**Important:** NCMPR carefully screens each entry and reserves the right to make adjustments to categories and placement in categories as determined to be in the best interest of those submitting entries and the contest rules.

## Questions?

Questions about acceptable formats for entries and/or placement in specific categories should be addressed to:

Melissa Utsuki, Medallion Coordinator  
714-564-5527  
utsuki\_melissa@sac.edu

## Entry Deadlines

### JULY 16 EARLY-BIRD

Mail-in entries must be POSTMARKED on or before July 16. Electronic/online entries must be UPLOADED by midnight Eastern Time.

### JULY 31 REGULAR

Mail-in entries must be POSTMARKED by the close of business on July 31. Electronic/online entries must be UPLOADED by midnight Eastern Time.

## Mailing Entries

For mail-in entries, print an entry form and attach it to the entry. Mail to:

Melissa Utsuki, Public Information Officer  
Santa Ana College  
1530 W. 17th Street, Rm S204  
Santa Ana, CA 92706

714-564-5527

## Entry Fees

### NCMPR Members

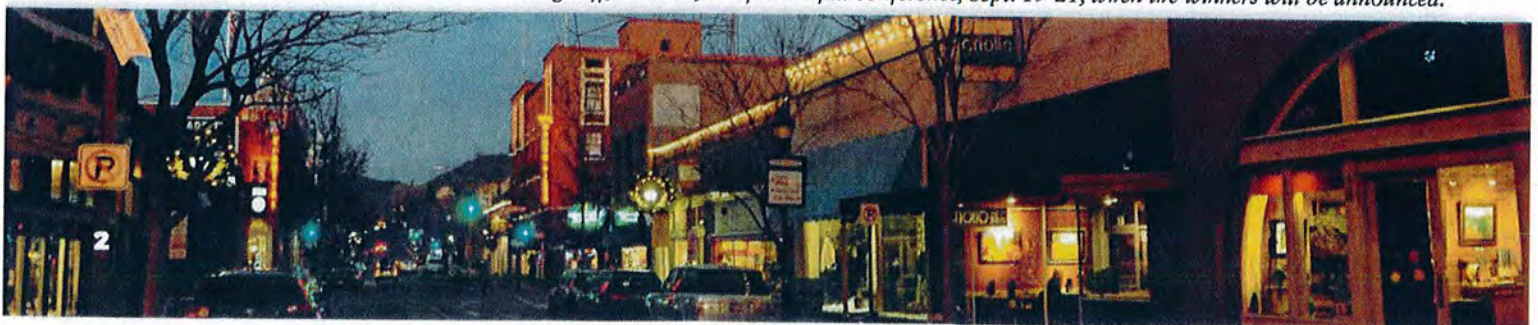
**Early-bird:** \$30 per entry  
for entries submitted and payment processed  
on or before July 16

**Regular:** \$35 per entry  
for entries submitted and payment processed  
after July 16 and by July 31

### Nonmembers

\$70 per entry

Flagstaff, Arizona, site for the fall conference, Sept. 19-21, when the winners will be announced.



# The District 6 2018 Medallion Awards

## Submission Instructions: A Step-By-Step Guide

### Create Your Account

1. If this is *your first time* logging in to the award platform, go to <https://ncmpr-secure-platform.com>. Select *My Account* on the top navigation bar. Complete the required fields under *Create My Account*. If you don't find your college on the drop-down list, call the national office at 505-349-0500. You will receive an email confirmation that your account has been successfully set-up.
2. If you submitted entries in the 2017 district Medallion or Paragon contest, you will use your same username and password to log in. Go to <https://ncmpr-secure-platform.com> to log in under *My Account*.
3. NCMPR recommends you designate one individual from your college to submit and pay for all entries. When returning to the site, click on *My Account* to log in.

### Submit Entries

1. Click on your district page to *Submit Your Entries*.
2. Complete the point of contact/entrant information. Hit *Save and Next*.
3. Select the award category and complete the required fields.
4. Submit supporting documentation (URLs, PDFs, etc.). **Important:** Ensure that items are not password-protected. Entries could be disqualified if work samples are inaccessible.
5. Save OR complete your entry:
  - a) Click *Save* if you want to save your entry information and return later to finalize it. The entry will show up under *In Progress* on your Account dashboard.
  - b) Click *Add to Cart* to 'Make Another Entry', 'Print Entries' or 'Checkout' (to process payment). It's recommended that you submit all entries before processing payment. Once you make payment you won't be able to go back and make entry revisions.

### Pay for Entries

1. Log in to *My Account*.
2. Click on *In-Cart* and select the Checkout button.
3. You may pay by check or by credit card.
  - a) To guarantee the early-bird rate, you must complete the payment process on or before the early-bird deadline of July 16. If you submit entries before July 16 but don't process payment by that date, you will be charged the regular rate. (Check payments may be sent to NCMPR after the early-bird deadline as long as a system invoice has been generated by July 16.)
  - b) If paying by check, make checks payable to **NCMPR District 1**. Please include "District Medallion entries" on the memo line of the check. Mail the check and a copy of the invoice to the NCMPR national office at:  
**NCMPR**  
5901 Wyoming Blvd. NE, #J-254  
Albuquerque, NM 87109
4. Once payment is processed, print your invoice and entry confirmation. After paying, you will receive confirmation via email. You may also go back to your account at any time to retrieve receipts/invoices.

### Mail Entries

1. Send mail-in entries to your designated district Medallion coordinator (on your entry confirmation form). Remember, early-bird entries must be *postmarked* by July 16. All other entries must be *postmarked* by July 31.
2. Print an entry confirmation form and attach it to the entry. To print an entry form, go to *My Account* and either:
  - a) Go to "Complete" entries and click on *Print* for the specified entry.
  - b) Go to *Invoices*, click on *View* and *Print Invoice and All Entries*.





# The District 6 2018 Medallion Awards

## Categories [ Key M = Mail-in O = Submit online ]

### Print

**NOTE:** All print categories, EXCEPT POSTERS (Category 13), are mail-in only.

✓ 1. **Academic Catalog or Class Schedule** M

✓ 2. **Viewbook:** Publication should be used primarily for student recruitment. M

✓ 3. **Annual Report:** Publication may focus on the college as a whole, the college foundation or a combination of both. M

✓ 4. **Newsletter:** Up to 16 pages in length. M

5. **Magazine:** More than 16 pages in length. M

✓ 6. **Brochure (single or series):** If submitting a series, limit to 3 brochures in the series. M

✓ 7. **Specialty Publication:** REVISED! Includes photo books, art gallery magazines, student handbooks, anniversary books, literary magazines and other publications with a specialty niche. Note: Student Handbook should now be submitted in this category. M

8. **Flyer (single or series):** Single-page, one- or two-sided. No folds. Size limited to 8 1/2 x 11 or smaller. For a series, limit to 3 in the series. M

9. **Sports Brochure or Sports Program:** May include media guides, individual or season game programs, brochures or recruitment pieces. M

10. **Folder:** No pocket inserts allowed. M

11. **Postcard (single or series):** Entries must be able to be mailed without an envelope and must meet U.S. Postal Service postcard requirements. No folded pieces allowed. For a series, limit to 3 in the series. M

12. **Notes/Cards/Invitations (single or series):** Includes thank-you cards, holiday greeting cards, invitations to special events, etc. For a series, limit to 3 in the series. M

13. **Poster (single or series):** *Do not mail.* Upload a PDF of the poster and a photo of it in use so judges can view overall size and impact. O

### Digital/ Electronic Media

**NOTE:** For all digital/electronic entries, provide a PDF or URL for each entry.

14. **Electronic Catalog, Class Schedule, Viewbook or Annual Report:** Although a bit different in content, these are major college publications delivered in an e-format that provide an overview of college programs, classes and services offered to students. O

✓ 15. **Electronic Newsletter:** May be targeted at either internal or external audiences. O

16. **E-Cards:** Includes thank-you cards, holiday greeting cards, invitations to special events, etc., that are delivered in an e-format. O

17. **Website:** Focus is on the college's entire website. O

18. **Microsite:** Focus is on individual pages or small clusters of pages that function as a discrete entity within the college's main website. O

19. **Social Media:** NEW! Focus is on your college's Facebook page, Twitter or Instagram accounts. Judging will be done in real time, and judges will look at design, content, frequency of posts, engagement, strategy and effectiveness. O

### Video

**NOTE:** Video files should be housed on the college website, YouTube channel or other video-sharing site. Provide a URL for the entry. Be sure your video meets all requirements and does not exceed the specified time limit.

20. **College Promotional Brand Video:** Entries must be more than 2 minutes in length. Used for general recruitment, image building and brand awareness, for the entire college or specific programs. *Be sure the video meets the time requirement.* O

21. **Video Shorts (single or series):** Entries may be no longer than 2 minutes in length and are typically used on social media, YouTube or the college website. For a series, limit to 3 in the series. *Be sure the video meets the time requirement.* O

### Photography / Illustration

22. **Original Photography-Unmanipulated:** Color or black-and-white. OK to adjust color or blemishes. Include a brief statement of how the photo was used. O

23. **Original Photography-Manipulated:** Color or black-and-white. Submit original photo and manipulated photo. Include a brief statement of how the photo was used and how it was manipulated. O

24. **Logo Design:** Provide a PDF of the logo design. Must be accompanied with digital photos showing items with logo in use. Limit to 3 samples. O

# The District 6 2018 Medallion Awards

**25. Computer-Generated Illustration:** Provide a PDF of the illustration. Must be accompanied with a digital photo showing the illustration in use. 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

**NOTE:** All advertising categories are to be submitted online (except #29 Novelty Advertising).

**26. Print Advertisement** (single or series): Provide a PDF. If submitting a series, limit to 3 in the series and include them in a single PDF. ○

**27. Radio Advertisement** (single or series): 60-second maximum length per spot. Provide a URL for the entry. If submitting a series, limit to 3 in the series and combine them in a single file with a single URL. ○

**28. Television/Video Advertisement** (single or series): 60-second maximum length per spot. Includes ads for TV and other video platforms like YouTube and mobile. Movie theater ads should be submitted in this category. Provide a URL for the entry. If submitting a series, limit to 3 in the series and combine them in a single file with a single URL. ○

**29. Novelty Advertising:** *Either* mail in or electronic. Examples include T-shirts, cups, key chains, calendars and other promotional items. If

submitted electronically, provide a PDF or photo of the item. Items that are mailed in should be those that are printed pieces or those that would be better for judges to see "in person." **M** or ○

**30. Digital Ad:** A single ad formatted for various platforms (Facebook ads, Google ads, web banner ads, etc.). Provide PDF or URL. ○

**31. Outdoor Media** (single or series): Entries may be billboards, banners, bus panels or other large-display advertising posted outdoors. Submit artwork in digital format (PDF) along with a photo of the advertising in use. For a series, limit to 3 in the series. ○

**32. Interior Signage/Displays** (single or series): Entries may be exhibit booths, displays, wall murals, window clings, interior signage or other displays designed for indoor use. Submit artwork in digital format (PDF) along with a photo of the entry in use. For a series, limit to 3 in the series. ○

## Campaigns

**For all campaign entries, provide:**

- a) the project's objectives;
- b) strategies and tactics developed to meet those objectives;
- c) the results and outcomes.

Include digital photos, PDFs and URLs of communication pieces used in the implementation of the campaign (press releases,

fact sheets, brochures, posters, media coverage, radio and TV spots, videos, etc.). Combine all elements of the campaign in a single digital portfolio.

Individual items included as elements of these campaigns may also be entered in other categories. The same event may not be entered in two different campaign categories.

**33. Communication Success Story or Community Relations Campaign:** Entries may focus on 1) media coverage of a feature or news-based story, college event or a college crisis; 2) an information campaign on behalf of the college directed at elected officials; 3) an information campaign to educate the community about your college; or 4) an information campaign to promote a college bond or property tax referendum. ○

**34. Special Event or Fundraising Campaign:** Types of programs include college anniversaries, dedications, fundraising galas, annual giving campaigns or other college events. ○

**35. 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. ○

**36. Social Media or Online Marketing Campaign:** A single campaign that promotes a central event, theme or idea and that uses messaging on different platforms such as Facebook, Twitter, viral video, mobile, email, etc. ○

## Miscellaneous

**37. Excellence in Writing:** Entries may include blogs, news briefs, feature articles, personality profiles, opinion pieces and other pieces published in print or online. The focus is on the quality of writing. Provide a Word document, PDF or URL. ○

**38. Wild Card:** *Either* mail in or electronic. Includes marketing pieces that just don't fit anywhere else. If submitted electronically, provide a PDF or photo of the item. Items that are mailed in should be those that are printed pieces or those that would be better for judges to see "in person." **M** or ○

