COMMUNICATIONS AWARD

2016-17 Media Recognition Awards

Certificates will be awarded and sent directly to the newspapers in two categories:

Excellence in overall coverage of educational news

Excellence in coverage of local chapter news

Divisions are as follows:

Metropolitan dailies serving populations of 250,000 or more

City dailies serving populations up to 250,000

Weekly newspapers (no population limit)

Note: Metropolitan area chapters served by the same newspapers may, if their members choose, make a joint recommendation. Also, chapters with a scattered membership may recommend more than one newspaper, if desired.

Postmark/Email Deadline: April 1, 2017

Return Information to: Kimberly Birkelbach, kjbirkelbach@sbcglobal.net

Type of certificate Overall education news [ ]  Chapter news [ ]

Newspaper title

Publisher

Editor in charge of education news (or equivalent)

Address

City       State       Zip

Type of publication Daily [ ]  Weekly [ ]

Size of community served:

 [ ]  Metropolitan dailies serving populations of 250,000 or more

 [ ]  City dailies serving populations up to 250,000

 [ ]  Weekly newspapers (no population limit)

Chapter recommending:

Chapter president’s name and e-mail address:

Chapter Communications Committee chairman’s name and e-mail address:

All entries should include information in the space below recommending the newspaper

(This paragraph could include types of cooperation with the educational community or other favorable aspects not apparent in the articles.)

Recommendation:

If application contains more than 2 pages, please send hardcopies.

**Excellence in Overall Coverage of Educational News**

**Content:** Clippings may be taken from any issue published during the 2015-16 school year. The exhibit should contain examples of as many different kinds of materials as possible. Demonstrate a wide range of local, state, and national education news as well as a wide range of approaches, including straight news articles, feature articles, editorials, “columnist’s” viewpoints, etc. Headlines and accompanying photographs should be displayed. Clippings must be dated and page numbers and section titles (if applicable) should be noted.

**Physical Arrangement**: Clippings should be photocopied on 8 ½ X 11 inch white sheets (one side only). The left margin should be at least 1 ¼ inches wide. Brief margin notations, brackets and underlining may be used to call attention to particularly significant portions of the articles submitted. A maximum of 20 sheets may be included in the clipping exhibit. Pages should be numbered at the center bottom.

*Note: Clippings may be scanned/ emailed or a link to each article from the online edition may be provided in place of photocopying.*

**Excellence in Coverage of Local Chapter News**

**Content:** Clippings from 2015-16 school year may be submitted. They should contain examples of articles bringing the name of activities of our Society and its members to the attention of the public in a positive way. Articles should be dated, and page numbers and section titles (if applicable) should be noted.

**Physical Arrangement:** A maximum of 5 sheets may be included in this exhibit. Clippings should be photocopied on 8 ½ X 11 inch white sheets (one side only). The left margin should be at least 1 ¼ inches wide. Brief margin notations, brackets and underlining may be used to call attention to particularly significant portions of the articles submitted. Pages should be numbered at the center bottom.

*Note: Clippings may be scanned/ emailed or a link to each article from the online edition may be provided in place of photocopying.*

Entry components may be displayed at the convention.

Direct any questions to Kimberly Birkelbach, kjbirkelbach@sbcglobal.net