

## **N. Robert Montfort Communications Award**

*All nominations need to be clearly designated as to one of these categories, and not a part of any other nomination. There shall be only one entry per category per local association. Any entry that is mis-categorized will be declared disqualified.*

1. Newsletters/Newspapers
2. Editorials
3. Legislative Bulletins/Newsletters
4. PAC Newsletter
5. Bulletins
6. Total Communications Program
7. Innovative Communications

***The minimum criteria per category is listed below with the understanding that the subcommittee encourages innovative entries.***

### **Newsletters/Newspapers**

#### **A. Classifications:**

1. Local associations with more than 400 members
2. Local associations with 201 to 400 members
3. Local associations with 100 to 200 members
4. Local associations with fewer than 100 members

**B. Awards:** Printed publications with one award in each classification.

**C. Submit** one copy of only three different dated issues.

**D. Awards** will be based on:

1. Content
2. Layout/format Indiana State Teachers Association N. ROBERT MONTFORT COMMUNICATIONS AWARD

3. Typography
4. Quality of writing
5. Use of artwork
6. Education and/or association advocacy

### **Editorials**

A. One award in each of the two categories, regardless of size classification may be made.

B. Awards:

1. Internal communications editorials (an article addressed to local members)
2. External communications editorials (an article addressed to outside individuals)

C. Submit a copy, of the editorial noting the publication date and venue.

D. Awards will be based on:

1. Significance of the issue
2. Degree of education advocacy
3. Quality of writing

### **Legislative Bulletins/Newsletters**

A. Legislative bulletins/newsletters are publications designed to update the local membership on legislative issues.

B. One award may be made, regardless of size classification.

C. Submit one copy of three different dated issues from the prior 12 months of January to December.

D. Awards will be based on:

1. Content
2. Layout/format
3. Typography
4. Quality of writing

5. Use of artwork
6. Education and/or association advocacy

### **PAC Newsletter**

- A. A PAC newsletter is a publication designed to encourage PAC participation and support of endorsed candidates.
- B. One award may be made, regardless of size classification.
- C. Submit one copy of the publication to be judged.
- D. Awards will be based on:
  1. Content
  2. Layout/format
  3. Typography
  4. Quality of writing
  5. Use of artwork
  6. Education advocacy

### **Bulletins**

- A. Bulletins or news flashes are designed for instant communication of single or limited topics.
- B. One award may be made, regardless of size classification.
- C. Submit one copy of the publication to be judged.
- D. Awards will be based on:
  1. Visual appeal
  2. Selection of content
  3. Layout/format
  4. Quality of writing
  5. Education and/or association advocacy

### **Total Communications Program**

A. Classifications 1. Local associations with more than 200 members 2. Local associations with 200 or fewer members

B. The exhibit must contain a variety of communications efforts by the local association to inform members of national/state/local news.

C. Each exhibit shall include issues of any newspapers, newsletters, bulletins, flyers, posters and any other communication device used by the local association.

D. Total communications awards will be based on:

1. Content
2. Layout/format
3. Typography
4. Quality of writing
5. Use of art and/or photography
6. Education and association advocacy
7. A variety of content

### **Innovative Communications**

A. The entry should demonstrate an original approach to communications.

B. Awards may be made regardless of size classification.

C. Awards will be based on:

1. Content
2. Creativity
3. Education and/or association advocacy
4. Presentation