

Medallion Award Information

The Medallion Award is for comprehensive, well-planned public relations programs that address internal and external audiences with a mix of effective methods. Entries should summarize the scope of the public relations program, including goals for the program, projects, and activities and types of evaluation used to monitor success and the program results. A comprehensive public relations program is defined as the overall plan for a district, school or agency, or a plan for a specific comprehensive program. An external SPRA-chapter judges these entries. In this highly competitive award category, entries will be judged against other entries as well as the quality of programs and how well they meet the criteria.

There is a \$40 entry fee for this award.

Criteria

1. **Research and analysis:** Entry demonstrates a clear distinction between objectives and goals and the difference between strategies and tactics. Entry demonstrates an objective interpretation of research data upon which goals, objectives, strategies and tactics are determined.
2. **Planning:** Entry demonstrates a comprehensive public relations plan that reflects the organization's needs including appropriate sequencing of plan elements.
3. **Audience identification and communication:** Entry identifies appropriate audiences and the concerns of each. Entry demonstrates a prioritization and sequencing of communications to the different audiences and tailors message to each identified audience.
4. **Evaluation:** Entry demonstrates if, and the extent to which, the results or outcomes of the public relations programs were accomplished. The entry includes the program's informational, motivational and behavioral objectives and how they were measured using qualitative and quantitative methodologies.

Examples of Medallion projects include:

- a public relations plan for an organization-wide volunteer program
- a public relations plan for a bond/mill election
- a public relations plan for changing school or district boundaries
- a public relations plan for an organization-wide parent involvement program, etc.

An organization-wide program is larger than a project. (Projects should be entered in the Golden Achievement Award category. See project examples in that category description.)

Submission Process

Brevity, clarity of concept, good writing and evidence of objective evaluation of your program are factors judges use in evaluating entries.

District or agency entries must not exceed 12 single-spaced pages. School entries must not exceed five single-spaced pages. You may include charts, pictures or other evidence of your plan and its effectiveness; however, you can not exceed your total page limit for your entry.