



2015 ISHA Communication Awards

The ISHA Communication Awards were established to provide recognition for excellence to all ISHA institutional member sports museums, halls of fame or sports heritage organizations regardless of size or budget, based upon a competition evaluated by ISHA members and communications professionals. Associate and Individual members are not eligible for this competition.

Considering the variety of communications utilized by member institutions, eight different categories will be recognized. There are two classifications of competition based on the institution's annual operating budget. Simply indicate your organization's classification on the form.

QUALIFICATIONS

- Submit only one entry **per category**. More than one entry per category by a single institution will disqualify those entries. In other words, you cannot compete against yourself in a single category, such as by entering two books in *A. Books*. You may enter any other remaining categories (A. through H) based on your materials.
 - All entries must have been produced (completed) between January 1, 2014 and June 30, 2015 to be eligible for the 2015 Awards. No entry can be submitted a second time due to date overlap in the annual competition.
 - All entries must have been created solely for the submitting institutional member.
 - Enclose three (3) original copies per entry with completed form per category (original printed materials, electronic communications on CD or by providing links to active web pages) by **United States Postal Service first class mail** or **US Priority Mail to be postmarked no later than July 15, 2015 to ISHA headquarters. PLEASE NOTE THAT OTHER CARRIERS (SUCH AS FEDEX, UPS, OR DHL) WILL NOT DELIVER TO P.O. BOX.**
- International Sports Heritage Association
P.O. Box 2384
Florence, OR 97439 USA
- Winners are notified at least 30 days prior to the ISHA Annual Conference and the awards will be presented on October 28, 2014 Williamsport, Pennsylvania, USA.

POINT SYSTEM & JUDGING

Judging is completed by the three members of the 2012 Communication Awards Committee:

Saleem Choudhry, Chair-Pro Football Hall of Fame
James Conrad, National Polish-American Sports Hall of Fame
Michelle Gormley, The Sports Museum of New England

Entries are judged on a point system: Production Quality – 20 pts., Design and Function – 40 pts., Purpose – 40 pts.

ISHY TROPHY

Winning Entries in the eight categories will receive the ISHY, the official ISHA Communication Awards trophy established in 2011. The trophy is a tangible representation of your achievement and is something we hope you will display prominently at your organization. Receiving an ISHY is also an opportunity for you to call attention to your achievement through local media.

CATEGORIES

	Printed Materials	Notes
A	Books, printed hard-cover or soft-bound	Publications primarily featuring your institution, collection, resources and/or members of your Hall of Fame.
B	Single issue programs, annual reports, exhibit catalogs	Items issued for a single event
C	Published newsletters, magazines or other periodicals	Sets of not more than three to be submitted as a single entry
D	General Consumer Materials—brochures, flyers, print ads, rack cards, visitor guides, etc.	Any single printed item that is primarily for general consumer information
E	Educational Programming—any printed materials used to facilitate or market the educational mission of the museum to schools or visitors	Focus is on education—for students or adults, in an organized structure—lecture series, curriculum-based programming, etc.
	Printed and Electronic Materials	
F	Mixed Media Campaign—Materials (must include three different elements) such as invitations, programs, press kits, sales or fundraising elements, including radio, television and internet banners, associated with promotion of an event or induction ceremonies. Submit a sample of each element as a group for a single entry.	The only category that allows both printed and electronic materials as a campaign.
	Electronic Materials	
G	Video-Short Presentations of 5 minutes or less—Marketing, educational, in-museum features, public service announcements, etc.	Video presentations are limited to 5 minutes or less, providing practical limitations and assuring compatible comparisons.
H	Web sites—Any new complete web site, or for existing web sites, new landing pages or enhanced capabilities such as online exhibits and learning tools, interactive components, advertising campaign, etc.	Most electronic media directs traffic back to a web site for more in-depth information and this category encourages dynamic web site activities.

Note: **Three** copies of your entry(s) are required so that each of the judges can consistently review the entry(s) according to the point system.

BEST IN SHOW

- All winning entries in the competition will be displayed at the ISHA 2015 Annual Conference in Williamsport, Pennsylvania hosted by the World of Little League Museum, October 21-23, 2015.
- All ISHA members attending the conference will have an opportunity to vote their choice for “Best in Show” recognition among the displayed winners. A ribbon will be awarded as part of the *An Evening of Champions* program held on October 22.



**2015 ISHA Communication Awards
Entry Form**

Name Nominated Item: _____

Institution: _____

Contact Person: _____

Mailing address: _____

City: _____ State/Prov: _____ Country: _____ Postal Code: _____

Phone: _____ Fax: _____

Email: _____

Classification (check one):

- The nominating institution's annual operating budget is equal to or less than us\$250,000.
- The nominating institution's annual operating budget is more than us\$250,000.

Category (check one):

- A. Books
- B. Programs, annual reports, or exhibit catalogs
- C. Newsletters, magazines or other periodicals
- D. General consumer materials--Brochures, flyers, print ads, rack cards, visitor guides, etc.
- E. Educational Programming
- F. Mixed Media Campaign
- G. Video-Short Presentations of five minutes or less
- H, Websites, new landing pages, enhanced capabilities

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Project Summary

NOTE: This page is formatted so that the text boxes below each question expand as you type and all type should be visible—especially when printed. I have tested feature on my computer however, if you have any problems with the feature, please feel free to submit a separate page with your responses. Thank you!

Who is the target audience for this communication?

What is the purpose/objective of this communication?

What was the impact/result of this communication?

Enter only one item per entry form; fill out forms for each additional category entered.

- Institutions may submit only **one (1) entry per category**, although more than one category (A-H) may be entered.
 - The entry **must** have been produced (completed) between January 1, 2014 and June 30, 2015.
 - All submissions **must** have been written, designed, produced and/or published for/by the entering institutional member.
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To submit an entry, complete this form, **enclose three (3) copies** of the nominated item, and send them by **United States Postal Service First Class service or Priority Mail no later than July 15, 2015** to:

International Sports Heritage Association
P.O. Box 2384
Florence, OR 97439