



## 2011 ISHA Communication Awards

The ISHA Communication Awards were established to provide recognition for excellence by all ISHA 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.

Considering the variety of communications utilized by member institutions, nine 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.

### CATEGORIES

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- A. Books, exhibit catalogs
- B. Programs, annual reports or magazines – Any publication of 12 pages or more
- C. Newsletters – Any publication of 12 pages or less
- D. General consumer materials – brochures, flyers, print ads, membership materials, etc.
- E. Educational/Public Programming – Any materials used to market museum programs.
- F. Video presentations – Sales, educational, television spots
- G. Websites – Any new complete website, or for existing websites, new pages and/or enhanced capabilities
- H. Online/Electronic Marketing – Any search engine marketing, email/e-newsletter marketing, social media marketing (blog, viral), online reputation management, or online display/interactive advertising program or campaign.
- I. Mixed Media Campaign – Special event materials (minimum of three different elements) such as invitations, programs, press kits, sales and other materials, including radio, television and internet, associated with induction ceremonies or other special events. Submit a sample of each element as a group for a single entry.

### QUALIFICATIONS

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- Submit only one entry **per category**. More than one entry per category by a single institution will disqualify those entries. In other words, you can not compete against yourself!
- All entries must have been produced (completed) between January 1, 2010 and June 30, 2011 to be eligible for the 2011 Awards. NOTE: This is an increased range of eligible time for entries.
- All entries must have been created solely for the submitting member institution.
- Enclose three (3) copies of entry with completed form per category (original printed materials, electronic communications on CD or by providing links to active web pages) by **first class mail to be postmarked no later than July 15, 2011 to ISHA headquarters**.
- Winners are notified at least 30 days prior to the ISHA Annual Conference and the awards will be presented at the ISHA Annual Conference, October 12-14, 2011 in Oakville, Ontario, Canada. (Passports required to travel to Canada)



**2011 ISHA Communication Awards  
Entry Form**

**Name of 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 US\$250,000 or less.
- The nominating institution's annual operating budget is more than US\$250,000.

**Category (check one):**

- A. Books or exhibit catalogs
- B. Programs, annual reports, or magazines (more than 12 pages)
- C. Newsletters (12 pages or less)
- D. General consumer materials--Brochures, flyers, print ads, membership materials
- E. Educational/Public Programming materials
- F. Video Presentations
- G. Websites
- H, Online/Electronic Marketing
- I. Mixed Media Campaign

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## Project Summary

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; make duplicates of form to enter additional categories.**

- Institutions may submit **only one entry per category**.
- The entry **must** have been produced (completed) between January 1, 2010 and June 30, 2011.  
NOTE: This is an extended eligibility period for entries.
- All submissions must have been written, designed, produced, and/or published for the entering institution.

To submit an entry, complete this form, **enclose three (3) copies** of the nominated item, and send them by **First Class service or better no later than July 15, 2011 to:**

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