



2018 ISHY Awards

ISHA’s annual Communications Awards were recently renamed the ISHY Awards!

The purpose of the ISHY Awards is to recognize the excellent work done by our member institutions on a variety of levels regardless of size or budget, based upon a competition evaluated by ISHA members and museum professionals. Associate and Individual members are not eligible for this competition. The ISHYs have been expanded to include a new exhibit category.

The ISHYs are comprised by five different categories. There are multiple classifications of competition based on the institution’s annual operating budget and/or project 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, 2017 and March 31, 2018 to be eligible for the 2018 ISHY 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 **three (3) copies of this 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 30, 2018 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 2018 Annual Conference in Santa Clara, California e hosted by the 49ers Museum, Sept. 26-28, 2018.

POINT SYSTEM & JUDGING

Judging is completed by the three members of the 2018 ISHY Awards Committee:

Saleem Choudhry, Co-Chair Pro Football Hall of Fame
Brodie Waters, Co-Chair World Golf 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 will receive the coveted ISHY Trophy. 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

A	Books, printed hard-cover or soft-bound	Publications primarily featuring your institution, collection, resources and/or members of your Hall of Fame.
B	Non-Book Publications	Programs, Reports, Newsletters, Magazines, etc. (printed or digital)
C	Marketing Materials	Three subcategories for: a) Print materials b) Digital marketing c) Video/Audio Shorts
D	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.
E	Hall of Fame Inductions and/or Annual Event Support Materials	Material, digital or hard copy, created in support of an annual Hall of Fame induction or annual event.
F	New Exhibit	Three subcategories for: a) Under US \$50,000 b) US \$50,000 - \$250,000 c) US \$250,000 or More

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 2018 Annual Conference in Santa Clara, California hosted by the 49ers Museum, Sept. 26-28, 2018.
- 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 Sept. 27.



**2018 ISHY 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 - printed hard-cover or soft-bound
- B. Non-Book Publications
- C. Marketing Materials
 - a) Print materials
 - b) Digital marketing
 - c) Video/Audio Shorts
- D. Educational Programming
- E. Hall of Fame Inductions and/or Annual Event Support Materials
- F. New Exhibit
 - a) Under US \$50,000
 - b) US \$50,000 - \$250,000
 - c) US \$250,000 and above

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 was the target audience for this Project?

What was the purpose/objective of this Project?

What was the impact/result of this Project?

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 may be entered.
 - **Please send photos of any exhibit entry**
 - The entry **must** have been produced (completed) between January 1, 2017 and March 31, 2018.
 - 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 **three (3) copies of the Submission Form**, and send them by **United States Postal Service First Class service or Priority Mail no later than July 30, 2018 to:**

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