



SCHOOL DISTRICT  
PALM BEACH COUNTY, FLORIDA

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NAT HARRINGTON  
CHIEF PUBLIC INFORMATION OFFICER

**March 19, 2012**  
**Bulletin #P-14198-PA**

<b>Date of Action</b> <b>April 13, 2012</b>
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TO: All Principals and Department Heads

FROM: Nat Harrington   
Chief Public Information Officer

**SUBJECT: 2012 SUNSHINE MEDALLION AWARDS**

The Sunshine State School Public Relations Association (SUNSPRA), a member of the National School Public Relations Association (NSPRA), will recognize the hard work of Florida school districts through the School Public Relations Recognition Program. School districts are encouraged to submit their best publications, PR tools, programs and projects to the annual Sunshine Medallion Awards program.

The very best in each category and district size will be honored at an awards ceremony at the FASA Summer Conference in Tampa, Florida, June 13-15, 2012. **Entries must be postmarked by Friday, April 13, 2012** and winners will be notified by Monday, May 21, 2012.

All entries must have been underway, created or used between April, 01, 2011 and April, 01, 2012. Entries may include annual reports, handbooks, brochures, flyers, newsletters, posters, calendars, specialty items, videos, PSAs (Public Service Announcements), Web sites, identity packages, special events, image campaigns, recognition programs, themed promotions, budget/finance campaigns, business partnerships, parent/community involvement, teacher/staff recruitment, cultural diversity and crisis communications/school safety projects.

For additional information, please call Marianne Lorentzen, (941) 545-8476 or email her at [Marianne@consultmarianne.com](mailto:Marianne@consultmarianne.com)

Attachments

EWG:NH:ca

Approved by:   
E. Wayne Gent, Superintendent

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Palm Beach County Schools - Rated "A" by the Florida Department of Education 2005 – 2011  
"Home of Florida's first LEED Gold Certified School!"  
[www.palmbeachschools.org](http://www.palmbeachschools.org)

The School District of Palm Beach County is an Equal Education Opportunity Provider and Employer



## 2012 Sunshine Medallion Awards School Public Relations Recognition Program

### **Call for Entries**

**You work hard. You deserve recognition for your efforts.  
You ... your schools ... and partner organizations.**

The Sunshine State School Public Relations Association (SUNSPRA)  
invites you to submit your best

***Publications, PR tools, Programs and Projects***  
as entries in the annual Sunshine Medallion Awards program.

The very best in each category, by district size, will be honored at an awards ceremony at the Florida Association of School Administrators (FASA) Summer Conference, June 13-15, 2012, at the Tampa Airport Hilton Westshore, Tampa, Florida. Need not be present to win.

**Entry deadline: April 13, 2012. Winners notified: May 21, 2012**

*If there are not enough entries in a category, the Judging Committee reserves the right to group similar entries into an appropriate category.*

*Annual Reports – Handbooks – Brochures/Flyers  
Newsletters – Posters – Calendars  
Specialty Items – TV Programs – Videos – Websites  
– Special Purpose*

**Recognize the hard work of staff, volunteers and partners.  
Submit their work for recognition.**

*Special Events – Image Campaigns – Recognition Programs  
Themed Promotions – Budget/Finance Campaigns  
Business Partnership – Parent/Community Involvement  
Teacher/Staff Recruitment – Cultural Diversity  
Crisis Communications/School Safety*

**Cost \$75 (Member) – per entry**

*(Note: You must personally be a member of SUNSPRA to enter at this rate.)*

**Cost \$100 (Non-Member) – per entry**

**NOTE: Publications, PR Tools, Programs and Projects entered in the Awards Competition must have been underway, created or used between 4/01/2011 and 4/01/2012**

## 2011 SUNSHINE MEDALLION AWARDS – ENTRY FORM



**Instructions:** Submit each entry in a pocket folder, 3-ring binder or metal-tab folder. Include two (2) copies of a ONE PAGE Overview, and applicable support material (project photo, artwork, videos, or web addresses for use in awards presentation, or Website. Attach entry form securely to the front. **INCOMPLETE ENTRIES WILL NOT BE CONSIDERED FOR AWARDS.**

**\*\*Mail entries to:** Marianne Lorentzen, c/o Video Techniques, Inc., 3306 26<sup>th</sup> St. W., Bradenton, FL 34205. Questions: 941.545.8476 or email: [marianne@consultmarianne.com](mailto:marianne@consultmarianne.com).

**\*\*Mail payment to:** SUNSPRA, 6008 Shore Acres Drive, Bradenton, FL 34209. Include check or official Purchase Order for \$75 (member) or \$100 (non-member) per entry. Questions on payment: Marianne Lorentzen, (941) 545.8476 or [marianne@consultmarianne.com](mailto:marianne@consultmarianne.com).

*\*\*Note: the above shipping address for entries is NEW!*

**DEADLINE –** Entries must be postmarked by **Friday, April 13**. Entries will not be returned. Complete all boxes.

Are you a SUNSPRA member? (check one)	YES <input type="checkbox"/>	NO <input type="checkbox"/>	Want membership info?	YES <input type="checkbox"/>
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Entry Title (25 words or less)			
School/Dept./Org.			
Principal/Administrator		District	
Entry Contact Person		E-mail	
Mailing Address		Phone	
		Fax	
<input type="checkbox"/> Small District (1-29,999 students) <input type="checkbox"/> Medium District (30,000-74,999) <input type="checkbox"/> Large District (75,000+) <input type="checkbox"/> School-based entry			
Should anyone else be notified if this entry wins? If so please list contact information:			

**1. To begin, check a category box for this entry. Duplicate this form for multiple entries, as necessary.**

<p><b>PUBLICATIONS &amp; PR TOOLS</b> Check category. Include 2 sample copies in entry folder.</p> <p><input type="checkbox"/> Annual Report/Handbook – Student/Parent/Staff</p> <p><input type="checkbox"/> Wellness Annual Report</p> <p><input type="checkbox"/> Newsletter – Internal/External, electronic or print (include 2-3 issues)</p> <p><input type="checkbox"/> Poster/Calendar</p> <p><input type="checkbox"/> Special Purpose Publication</p> <p><input type="checkbox"/> Brochures/flyers</p> <p><input type="checkbox"/> Website (provide web address)</p> <p><input type="checkbox"/> Broadcast TV Programs</p> <p><input type="checkbox"/> Promotional Video or Radio</p> <p><input type="checkbox"/> Other: _____</p>	<p><b>PROGRAMS &amp; PROJECTS</b> Check category. Include backup material in folder/binder.</p> <p><input type="checkbox"/> Overall Image/Brand Campaign</p> <p><input type="checkbox"/> Budget/Finance Campaign</p> <p><input type="checkbox"/> Recognition Program (students, teachers, etc.)</p> <p><input type="checkbox"/> Themed Promotion</p> <p><input type="checkbox"/> Parent/Community Involvement</p> <p><input type="checkbox"/> Business Partnership</p> <p><input type="checkbox"/> Teacher/Staff Recruitment</p> <p><input type="checkbox"/> Cultural Diversity</p> <p><input type="checkbox"/> Crisis Communication/School Safety</p> <p><input type="checkbox"/> Fund Raising Campaign/Special Event</p> <p><input type="checkbox"/> Other: _____</p>
<p><b>2. OVERVIEW: Provide the following on one page:</b> A) Title. B) Purpose. C) Target Audiences, needs assessment. D) Quantities Produced. E) Effectiveness/Results. F) Budget.</p>	<p><b>2. OVERVIEW: Provide the following on one page:</b> A) Title. B) Purpose. C) Target Audiences, needs assessment. D) Project Details. E) Effectiveness/Results. F) Budget.</p>

**Entries will be judged against a Standard of Excellence described below.** Winners will be notified by May 21, 2012. The Sunshine Medallion Awards will be presented at a ceremony at the Florida Association of School Administrators Summer Conference, June 13-15, 2012 at the Tampa Airport Hilton Westshore, Tampa, FL. Details will be sent with award notification.



## SUNSHINE MEDALLION Standards of Excellence

**Entries will be judged against a Standard of Excellence. The judging method asks that judges concentrate on the following criteria in each Overview:**

### **Purpose:**

1. *What is the goal?* Goals are the overall outcomes of a program/project. Goals state what the effort is intended to accomplish and by when it will be accomplished? How was the need for the program/project determined?
2. *What is your objective?* Objectives represent specific knowledge, opinion, and behavioral outcomes to be achieved with the targeted audience. What some call "key results" or "calls to action" that are expected of each segment of your target audience to accomplish the goal?
3. *Strategy:* What is the overall general plan, concept, or approach for the program/project, to achieve the goal?
4. *Tactics:* What were actual events, media, and methods used to implement the strategy?

### **Target Audience:**

Four questions to ask when listing audiences or publics:

1. *Who needs to know or understand?*
2. *Who needs to be involved?*
3. *Whose advice or support do we need?*
4. *Who will be affected?*

The key to defining target audiences is to identify what people need to be involved and what people will benefit from the program/project that you produce. Planners can develop specific and responsive program objectives and strategies if they know what different people know about an issue or situation, how they feel about it, and what they do that is either contributing to it or reacting to it.

### **Effectiveness/Results:**

Tie back to objectives (did we achieve them?)

1. *Preparation* (background messages), *implementation* (numbers – clips, distribution list, etc.), *impact/behavioral* (long-term, donate blood, stop protesting; build it in to research).
2. How will the results of the evaluations be reported to program managers and used to make program changes? Or, what worked, what didn't, and how might it be improved in the future.

### **Budget:**

1. What was the financial investment internally and/or externally?
2. What was invested in staff time, in what areas?

**ATTENTION: Schools, School Districts, District Departments, PTA/PTO, Foundations and Partnerships**

To learn more contact Marianne Lorentzen, 941.545.8476. E-mail: [marianne@consultmarianne.com](mailto:marianne@consultmarianne.com)