



Call for Entries **Media & Awareness Efforts Across Ohio During 2011**

Purpose. The annual Media and Awareness Awards, sponsored by Ohio Public Images, are designed to honor individuals and organizations throughout Ohio who, through their exceptional efforts, have succeeded in creating a greater understanding and acceptance of people with developmental disabilities.

Recognition. The Awards Luncheon will be March 19 during the Conference of the Ohio Association of Superintendents of County Boards of DD in Columbus. Winners and their nominees will be notified in advance of the luncheon.

Eligibility. Entries eligible for consideration in this year's competition must have been published, broadcast, scheduled, or produced in Ohio between December 1, 2010 and November 30, 2011.

Judging and Awards. Impartial professionals in the communications and developmental disabilities fields will judge entries. They will be looking for organization, technical quality, clarity, originality, overall impact *and the entry's contribution to increasing the understanding of persons with developmental disabilities*. All entries become the property of Ohio Public Images. Please do not submit irreplaceable material. All nominees will receive certificates of participation.

Entry Submission. Print materials should be submitted in folders (9 ½ x 11½) or 3-ring binders. Do not mount entries. Audio/video entries should be on CD or DVD. Entries do not have to be submitted in their original size. Judges will be focused primarily on content. With each entry, submit a cover letter that explains why you feel this entry is deserving of special recognition.

News Media Award Categories

Print Journalism. Include the category number, the name of the publication, circulation, date(s) published, headlines, photographs or captions. Publication dates must be between Dec. 1, 2010 and Nov. 30, 2011.

1. Article, or series, in a daily newspaper with a circulation of 100,000 or more
2. Article, or series, in a daily newspaper with a circulation below 100,000
3. Article, or series, in a weekly or monthly publication
4. Photograph in a daily newspaper with a circulation of 100,000 or more
5. Photograph in a daily newspaper with a circulation below 100,000
6. Photograph in a weekly or monthly publication

Television or radio. Submit one copy (on CD or DVD) along with airdate(s).

7. In-depth story or feature broadcast between Dec. 1, 2010 and Nov. 30, 2011.
8. Documentaty/Public Affairs to include talk shows and community access programs broadcast between Dec. 1, 2010 and Nov. 30, 2011.

Developmental Disabilities Organizations Categories

(The size of an organization, as determined by the number of people served will be considered during judging.)

9. Overall Awareness Efforts. The total scope of an organization's awareness efforts during the past year, which may include a levy campaign. Submit in a three-ring binder and include a brief narrative describing the past year's events/activities and the overall impact of the efforts. Include samples of materials produced, approximate budget figures, and the number of staff and volunteers involved.

10. Special Event or Public Relations Effort. This category includes any special event planned to increase public awareness and understanding of persons with developmental disabilities. Submit in a three-ring binder a brief narrative describing the event/activity and the overall impact of the efforts. Include samples of materials produced, approximate budget figures, and the number of staff and volunteers involved.

11. Broadcast Public Service Announcement. A single radio or television announcement produced by a developmental disabilities organization that was aired by the media in the local community. Include a synopsis of community response to the announcement. Submit the entry on a CD or DVD.

12. Audio-Visual Production. This category would include any single or multiple projector presentation or video that is used to promote the understanding and acceptance of persons with developmental disabilities. This might include material produced in association with a levy campaign. A narrative explaining how the presentation was used should accompany each entry.

13. Publication. Any regularly published newsletter or magazine. The publication must have been published at least three times during the contest period. Submit three consecutive issues.

14. Annual Report. Annual Reports, either printed or on video/DVD, can be entered.

15. Special Publication. This category would include onetime publications, print ads, signs and billboards. Photos of signs and billboards may be submitted.

16. Web Site. Submit printed pages from your web site and the URL so judges may view and navigate the site online. Include a written summary on how your organization utilizes the site, special features (such as steps to make the site more accessible), and reaction to the site by your stakeholders. Web sites will be judged on design, ease of navigation, and clarity of content.

Special Awards Categories

These awards honor individuals and organizations who have made extraordinary contributions toward increasing public awareness and understanding of issues relating to people with developmental disabilities. Submit a brief narrative describing the contributions. Include supporting materials such as letters of recognition, newspaper articles, photographs, and other awards.

17. **Individual or Organization.** This award recognizes individuals who are not employed in the dd field or to organizations that are not primarily connected to supporting activities that benefit persons with developmental disabilities. Examples might include awareness training for employees, partnerships with developmental disabilities programs, or exceptional efforts at creating accessibility.

18. **Community/Elected Official.** This award recognizes elected officials and/or community leaders who consistently champion causes for people with developmental disabilities. Examples might include support for law changes that protect the rights of individuals; support for community programs that improve the lives of individuals and families; or support for public policies that promote inclusion and acceptance.

19. **Self-Advocate.** Efforts could include, but are not limited to, speaking engagements, volunteer service, and advocating for change in the community.

20. **Employers.** Outstanding efforts in this area could include but are not limited to: those employers that foster a positive environment for individuals with developmental disabilities in the workplace; unique or exceptional efforts to train and hire individuals with developmental disabilities for specific employment opportunities; and/or, employers who have partnered successfully with agencies in the community that serve people with developmental disabilities to provide successful employment outcomes.

Send entries to:

Awards
Ohio Public Images
1154 Larc Lane
Toledo, Ohio 43614

Entries must be received by January 6, 2012.

Entry Form. Use a separate form for each entry submitted.

Please include a cover letter, of no more than one page, describing why this entry should receive an OPI Award. This form can be copied as necessary.

Category Number _____ Category Title _____

Name of entry _____

Date(s) published/broadcast: _____

Nominees Name (as it should appear on the award) and Title

Organization _____

Address _____

City _____

State _____ Zip _____ Phone _____

e-mail _____

County _____

Nominator's Name _____

Organization _____

Address _____

City _____

State _____ Zip _____ Phone _____

Nominator's e-Mail _____

Please attach check or indicate purchase order number: _____

Fee is \$25 per entry. Make checks payable to Ohio Public Images.

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For more information call 419-380-4049
or e-mail info@publicimagesnetwork.org