



Date: October 19, 2006

Memo To: Cooperating/Interpretive Association and Friends Organization Executives

From: Donna Asbury, Executive Director, APPL

Re: 2007 APPL Media and Partnership Awards

*Supporting Education
and
Stewardship*

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APPL is pleased to announce our 2007 Media and Partnership Awards to be presented at *New Frontiers, Next Stages~Sacramento 2007* on the evening of Monday, March 19 at the Hyatt Regency in Sacramento, California. Now in their fourth year, these awards reflect the multi-agency nature of APPL, providing an opportunity for recognition to all cooperating and interpretive associations and friends organizations regardless of their membership in APPL. Last year's competition feted 98 entries from across the United States. To that end, we ask that you look closely at the Competition Rules and Entry Categories for the 2007 awards.

Deadline: Submissions must be postmarked no later than **Friday, December 1, 2006**. There will be no exceptions to this deadline.

Enclosed are the competition rules including the list of award categories, and an entry form.

You must submit four (4) copies of each entry. A completed entry form must be attached to each of the 4 copies. **NOTE:** The entry form is 2-sided; please duplicate both sides if extra copies are needed.

Each entry (consisting of 4 copies) must be accompanied by a \$45 entry fee for APPL members or a \$90 entry fee for non-members.

Please acknowledge up to four (4) names of those who contributed to the entry (e.g. authors, designers, developers, etc.). Only the organization will receive an award but contributors will be acknowledged in the Winners Bulletin.

Your participation in this program will assist APPL in honoring and celebrating the best of what not-for-profit partners of public lands sites contribute to their agency partners and the public. If you have any questions please contact Nancy Kotz, Member Services Coordinator at 301-946-9475, extension 24 or nkotz@appl.org.

Attachments

APPL Media and Partnership Awards 2007

Competition Rules

All entries must be products, projects, and programs that have been completed by a cooperating/interpretive association or friends organization since September 1, 2005 for a specific public lands area/unit. Items previously submitted for entry are ineligible.

An entry shall be comprised of four (4) copies of each item. Each copy must be accompanied by an entry form with items 1 through 9 completed on each form. [Each copy of each entry will be shipped to a different location for judging which is why it is very important that each copy have its own form.]. Entry materials will not be returned.

A \$45 non-refundable entry fee, **check made payable to “APPL”** must accompany each entry from APPL members. Non-members should remit an entry fee of \$90. **For associations with multiple entries, one check should be submitted.** To expedite processing of entries, please attach a 5th set of entry forms to the check. Single entries need not attach any form.

Cindy Donaldson is the coordinator for this year’s awards process. She can be contacted at 301-468-9283. Please send entry materials and checks **no later than Friday, December 1, 2006** to:

Cynthia B. Donaldson
11501 Farmland Drive
Rockville, MD 20852

APPL Media and Partnership Awards 2007

Award Categories

PUBLICATIONS: (6 categories)

1 & 2) Books: Association Published - Books published directly by an association related to their site's(s') interpretive themes. Revised editions are eligible. Associations may enter in one of the following two categories:

1. **48 pages & under**
2. **Over 48 pages**

3) Books: Non-Association Published - Association nominated books published by an outside publisher that relate to the submitting association's site(s) interpretive themes. Publications in this category should have association involvement with editing, subject matter expertise, research, or other creative or production elements. Revised editions are eligible.

4) Maps/Guides - Publications used to orient and interpret the site's significant features to visitors.

5) Complimentary Publications - Guides, maps, park newspapers, Junior Ranger materials, or bulletins distributed to visitors free of charge.

6) Marketing/Promotion Materials - Annual reports, newsletters, magazines/journals, promotional materials, or membership materials used to promote the association's mission and programs to its constituents.

PRODUCTS: (3 Categories)

7) Audio / Visual – Items in this category should be produced by the submitting organization for sale or rental. Examples include:

- **CD-ROMs** - a compact disc providing interpretive content, including both video and audio components.
- **DVD/ Videotape/Film** - Original production may be of any format, but entries must be on ½" VHS or DVD.
- **Audio programs** - compact disc, cassette, or other formats.
- **Audio tours** - audio tour of the association's site(s).

8) Theme Related Items - Non-book products related to the association's site(s), including replicas and reproductions, association-branded merchandise, calendars, posters, stationary items, and commemorative items.

9) Children's Media - Publication or product for children related to the association's site(s).

PROGRAMS/PROJECTS: (5 categories)

10) Commemorative Project/Program - A project, event, or exhibit that commemorates a specific event related to the association's site(s) or hosted by the association. Entries should include a written description of the program as well as accompanying support materials and may include photographs of any related programs, projects or products. Fund raising events related to a commemoration are included.

11) Education Project/Programs - Entries should include a written description of the program as well as accompanying support materials. Examples include:

- **Educational Outreach** - Project designed to reach underserved audiences or audiences outside the site's regular visitors. Must demonstrate sustainability and involve a minimum of 3 partners including agency, association, and one other.

- **Junior Ranger Programs** - Program designed to acquaint children with public lands and the agencies that manage them.
- **Educator guides** - Materials designed to help teachers enhance student learning.
- **School programs** - Programs for K-12 or college/university audiences that connect public lands to formal education goals.
- **On-site Educational Project/ Program** - An initiative that engages visitors in learning at one or more public lands sites including field institutes, seminars, and other programs or projects.

12) Partnership Program/Project - Examples include:

- **Conservation Program/Project** - Entries should include program goals and outcomes, a written description of the program, accompanying support materials, and a list of the partners involved with the project/program.
- **Historic Structure Program/Project** - Entries should include supplemental materials such as before and after photos, narrative of program, flyers for public presentations, fact sheets, informational pieces, and a list of the partners involved with the project/program.
- **Advocacy Program/Project** - Entries should include program goals and outcomes, a written description of the program, accompanying support materials, and a list of the partners involved with the project/program.
- **Public Lands Improvement Program/Project** - A program/project whose end result serves to improve a public lands site in some fashion. Entries should include a written description of the project, accompanying support materials such as photos and news articles, and a list of the partners involved with the project/program.

13) Volunteer Program/Project - Accomplishments in designing and implementing a volunteer program including recruitment, training, in-service education, results, and retention.

14) Interpretive/Information Technology Outreach Program/Project - Examples include:

- **Web Site** – A Web site produced primarily for interpretive or educational purposes and not solely to sell goods or services. Entries must include the Web site URL and a hard copy of the home page.
- **On-site A/V Presentations** - compact disc, cassette, or other device designed solely for an on-site audio-visual presentation. Entries must include a hard copy of the script and a description of the purpose of the presentation and how it is used.
- **On-site Interactive Exhibit/Visitor Information Kiosk** - entries must include a hard copy of the script, a description of the purpose of the presentation and how it is used, and photos of the exhibit kiosk.

APPL Excellence Award:

An overall award for excellence will be chosen from among the 1st place winners in each category.



**APPL Media and Partnership Awards
 2007
 Entry Form**

1. CATEGORY NAME:
2. PROGRAM/PROJECT TITLE:
3. PRINCIPAL CONTRIBUTORS (up to four):
4. Please Check One: _____ Free Item/Program _____ Sales or Fee Item/Program (sales price _____)

Please Answer the Following Questions:

5. THEME: What theme(s) does this program/project address at this site?		
6. VISITOR NEED: The goal of this program/project is to provide (check all that apply)		
<input type="checkbox"/> Basic Orientation	<input type="checkbox"/> Basic Information	<input type="checkbox"/> Curriculum-based Education
<input type="checkbox"/> Special Interests	<input type="checkbox"/> Technical/Specialized Information	<input type="checkbox"/> Other (please specify)
7. REVIEW: Was the program/project reviewed by a subject matter expert? If so please provide name/affiliation		
8. DOCUMENTATION: What type of source material was used in developing this program/project (e.g. new research, interviews, scholarship, etc)?		
9. ORGANIZATION:		
Address		
Telephone		
Contact:	E-mail:	

<i>For office use only</i>
Date Received:
Entry Fee:
Check #:
Date Deposited:

**APPL Media and Partnership Awards
2007 Judges Form**



FOR USE BY JUDGES ONLY <i>Please provide your comments under each section as they help inform and encourage entrants to strive for greater quality in their products and programs.</i>	Level of Excellence [Lowest to Highest]
Content and Presentation (All Categories)	1 2 3 4 5
a) Is the design of the entry user-friendly?	1 2 3 4 5
b) Is the content suitable for the intended audience?	1 2 3 4 5
c) Does the content and presentation of the item catch and hold one's interest?	1 2 3 4 5
d) Are design elements helpful to the overall message of the entry without distracting from it?	1 2 3 4 5
e) Is the entry free of flaws?	1 2 3 4 5
f) Does the entry show progression and outcome of program/project (if applicable)?	1 2 3 4 5
Comments:	
Interpretive Effectiveness (Categories 1-5, 7-9; 11 & 14)	
a) Does the item focus on themes and larger ideas rather than facts and details?	1 2 3 4 5
b) Does the entry serve a clear purpose?	1 2 3 4 5
c) Is the story engaging and have a high potential to prompt further interest?	1 2 3 4 5
Comments:	
Evidence of Partnership (Categories 3; 6; 10; & 12-14)	
a) Does the entry demonstrate effective collaboration and partnership strategies?	1 2 3 4 5
b) Is partner information easy to locate?	1 2 3 4 5
Comments:	
Informational Quality (Categories 4-6; 8; 10; 12-14)	
a) Are facts and details easily understandable and/or user-friendly?	1 2 3 4 5
b) Is the agency/association/organization mission promoted?	1 2 3 4 5
Comments:	
Overall Impression (All Categories)	
a) Does the item represent the mission of the agency and association/organization to inform, provoke and educate its visitors and other audiences?	1 2 3 4 5
b) Did the developers produce a creative and high quality item?	1 2 3 4 5
Comments:	