

deadline | submission

APRIL 27, 2012

SUBMIT:

- 1 Chapter Awards Application
- 10 originals of each entry
- 1 PDF of submittal

SEND TO:

SMPS, Attn: Tina Myers
123 North Pitt Street, 4th Floor
Alexandria, VA 22314

notification

Winners will be notified in early June 2012 allowing for enough time to plan to attend Build Business, the SMPS National Conference, July 11–13, 2012 in San Francisco, CA.

Awards will be presented during the Awards Gala.

2012 SMPS CHAPTER COMMUNICATIONS AWARDS CRITERIA

The SMPS chapter communication awards program recognizes those chapters with an outstanding newsletter and/or outstanding Web site.

WHO IS ELIGIBLE

All SMPS chapters

SUBMISSION

1. 1 SMPS Chapter Awards Application
2. Summary Statement (10 originals and 1 PDF of submittal)
Submit a summary statement using the guidelines below. Summary statement may not exceed two pages on 8½ x 11 paper with a minimum 10 pt. font.
3. See table below for additional materials as it relates specifically to each category.

YOUR CHAPTER'S OBJECTIVE

GOALS: Clearly state your goals. What does your chapter hope to achieve with its web site and/or newsletter?

TARGET AUDIENCE: Who is the audience for your web site and/or newsletter?

RESEARCH, PLANNING, AND IMPLEMENTATION

- Briefly describe if objectives have been achieved and how.
- Provide annual budget for newsletter and/or web site.
- How often is your newsletter distributed? How frequently is your Web site updated?

NEWSLETTER	WEB SITE
Submit 10 copies of the last five issues of the newsletter. If an electronic newsletter, please submit a CD containing the last five issues along with 10 paper copies of each.	Include your web address on the summary statement. While judges will visit your site, please submit 10 printed copies of each of the 5-10 pages of the your Web site. Make sure to include your home page.

JUDGING CRITERIA AND SCORING

Total possible points for each category: 40

Use of the approved SMPS chapter logo will be a consideration in awarding points. For more information on proper usage, read the [SMPS Chapter Identity Guidelines](#).

1. Objective 5
2. Creativity 10
3. Quality 10
4. Content 10
5. Frequency 5

AWARDS

Awards will be given to chapters who have gone above and beyond in their programming efforts. Prizes are not necessarily awarded each year.