

OEA GOLDEN APPLE AWARDS

DEFINITION:

The Golden Apple Awards recognize OEA local Associations for their consistent efforts to provide quality communications to all of their audiences, including members and other education personnel, local school administration, parents, and the community in general.

ELIGIBILITY:

Any active local affiliate of the OEA is eligible to enter its communications efforts for judging. Emphasis in selecting recipients will be placed on consistent, quality communications produced or conducted by its members.

CRITERIA:

Local Associations may submit no more than one (1) entry in each of the following categories:

- I. **Exceptional Internal Communications** – This category recognizes examples of excellence in newsletters, flyers, brochures, electronic newsletters or other projects designed to communicate with members, other faculty, and/or school administration. All entries must include an original or a copy of the material distributed along with an explanation of the projects, its intent, any results it produced, and a list of members responsible for its production. Entries for periodicals (e.g. newsletters) must include at least two consecutive issues. (Broadcast entries (audio and video) must be accompanied by a DVD, a flash drive, or a link to a web-based file and should not exceed 8 minutes in length. Longer broadcasts should be edited to fit within the time limitation. Do not submit more than the required length.)
- II. **Exceptional External Communications** – This category recognizes examples of excellence in communicating with audiences outside of the local Association, such as the media, parent groups and/or the community in general. Projects would include, but not be limited to, newsletters, flyers, brochures, letters to the editor, op-ed articles, photography, or Internet home pages. Also, locals may enter total communications packages or media strategies. All entries must include an original or a copy of the material distributed along with an explanation of the project, its intent, any results it produced, and a list of members responsible for its production. Entries for periodicals (e.g. newsletters) must include at least two consecutive issues. Broadcast entries (audio and video) must be accompanied by a DVD, a flash drive, or a link to a web-based file. Internet entries may include a hard copy of the pages or an Internet address. (Broadcast entries should not exceed 8 minutes in length. Longer broadcasts should be edited to fit within the time limitation. Do not submit more than the required length.)
- III. **Special Communications Projects** – This category recognizes examples of unusual communications efforts or large-scope projects such as total communications packages, media strategies or campaigns. All entries must include an original or a copy of the material distributed or a copy of the plan along with an explanation of the project, its intent, any results it produced, and a list of members responsible for its production. Entries for periodicals (e.g. newsletters) must include at least two consecutive issues. Broadcast entries (audio and video) must be accompanied by a DVD, a flash drive, or a link to a web-based file. (Broadcast entries should not exceed 8 minutes in length. Longer broadcasts should be edited to fit within the time limitation. Do not submit more than the required length.)

All entries should have been published, broadcast or otherwise produced and executed between January 1 and December 31 of the preceding calendar year.

Special Awards – Special awards may be presented at the discretion of the Communications Committee and/or the OEA Board of Directors for any project that is deemed extraordinary.

NOMINATION PROCESS:

Nominations will be accepted from any current officer of an active local affiliate of the OEA. Nominations must be received by 5 p.m. January 29, 2021.

Mail or overnight to:

Oklahoma Education Association, c/o Communications Committee, 323 E. Madison, Okla. City, OK 73105

Email entries to:

Doug Folks, dfolks@okea.org

JUDGING:

The Golden Apple Awards will be judged by the OEA Communications Committee with the OEA Board of Directors reserving the right of final judgment of all awards. Entries will be judged on their own merits and not compared to other entries.

JUDGING CRITERIA:

- Does the entry meet the basic requirements of the Golden Apple Awards Program?
- How well does the entry meet basic standards of quality? (Is it well written, understandable, clear, concise, and/or logical in format? Spelling and grammar counts!)
- Does the entry meet the technical standards of the medium?
- Does the entry show imagination, innovation, uniqueness and/or creativity?
- How well does the entry promote the work of the local Association?

GOLDEN APPLE AWARDS ENTRY FORM

(Please include a separate nomination form for each entry.)

Entry Title _____

INTERNAL COMMUNICATIONS

Newsletter Brochure/Flyer Website Video Audio Promotional Material
 Other (please list) _____

EXTERNAL COMMUNICATIONS

Newsletter Brochure/Flyer Website Video Audio
 Promotional Material Op-Ed/Blog/Guest Column News or Feature Article
 Other (please list) _____

SPECIAL COMMUNICATIONS

Please describe the project and list material included in this entry

NOMINEE _____

LOCAL ASSOCIATION _____

SCHOOL DISTRICT, SITE _____

ADDRESS _____

CITY, STATE, ZIP _____

HOME TELEPHONE _____ SCHOOL TELEPHONE _____

Date(s) entry was published or aired _____

LOCAL PRESIDENT'S NAME _____

(Please print or type)

LOCAL PRESIDENT'S SIGNATURE _____

HOME TELEPHONE _____

SCHOOL TELEPHONE _____

Return to: Oklahoma Education Association
Golden Apple Awards Competition
P.O. Box 18485, Oklahoma City, OK 73154

Note: Nominations must be received at OEA Headquarters 5 p.m., January 29, 2021.
(Duplicate nomination entry form as needed)