

2017 NCMC Award of Excellence for Publications

The Publication Competition recognizes and rewards excellence in graphic design in publications created by North Carolina museums and related organizations. The competition focuses on communication, design, creativity and recognition of institutional image and identity. Winning entries will be displayed at NCMC's Annual Meeting in Greensboro, NC.

A publication is defined as material reproduced in printed form for distribution to the general public. Submissions to the publication competition may include the following materials in these six categories: Invitations, Newsletters & Calendars of Events, Brochures & Rack Cards, Fundraising/Membership Materials, Gallery Guides, and Exhibit Catalogs/Books.

Publications nominated for the Awards of Excellence must have been completed during the 2017 calendar year.

Awards of Gold, Silver, Bronze and Honorable Mention shall be presented in these six categories mentioned above. Judges reserve the right to grant no awards or to grant more than one award in case of a tie.

A complete nomination package, including the nomination form and all requested supporting documents and materials as specified below, is required for review and evaluation by the NCMC Awards Committee. Nominations that are incomplete may be returned, requesting missing information, or excluded from consideration, depending on the timeframe and other factors.

This year all completed award nomination forms and required support documentation must be **submitted electronically to awards@ncmuseums.org by February 10, 2018.**

Acceptable formats include .pdf and .jpeg files.

For the Publication Competition, five hard copies of the printed item are requested.

Accompanying letters of support, if required, must be sent by the letter-writer directly to awards@ncmuseums.org

Please reference the award in the subject of your email, for example *2017 NCMC Award of Excellence for Publication*

Nominator of Award

Full Name and Title:

Nominator Institution:

Nominator Address:

Nominator Email:

Nominator Telephone:

Award Nominee

Full Name and Title, if applicable:

Nominee Institution:

Nominee Address:

Nominee Email:

Nominee Telephone:

Publication category:

**Briefly describe the institution's purpose and programs i.e. mission statement:
(max of 100 words)**

**As succinctly as possible, describe how this publication fulfills the institution's
mission statement: (max of 150 words)**

**How was the educational value and effectiveness of this publication evaluated?
(max 150 words)**

**As succinctly as possible, explain how the staff approached the design,
development and execution of this publication. (max 200 words)**

In addition to the above information, **please provide the following support documentation with the application (as electronic files)**. Please note the one exception about original publications

- Institutional Financial statement/Budget (PDF)
- Institutional brochure (PDF or JPG)
- Exhibition Project Budget (PDF)
- Marketing and PR materials (press releases, newspaper articles) (PDF or JPG)
- **Original Publication (please mail 5 copies to NCMC Awards Chair at address below)**

NCMC Awards Program

The purpose of the NCMC Awards Program is to recognize, encourage, and promote excellence and professionalism within the museum community and organizations in related fields of interest. Awards focus public attention on the outstanding work across our state in the 2017 calendar year.

Benefits of NCMC Awards Program

NCMC Awards provide a vehicle for promoting North Carolina museums and related institutions through media news releases, membership, and fund-raising campaigns. Award recognition can also reinforce the quality of a museum's initiatives and accomplishments in grant proposals and other documents.

All award recipients will be announced at the NCMC Awards Luncheon during the Annual Conference. Each winner will receive a certificate, letter from NCMC President, recognition on NCMC website and newsletter; and complimentary lunch and recognition at the annual meeting.

Nomination Procedure and Deadline

Submissions for the 2017 Awards and must be submitted electronically as email attachments to awards@ncmuseums.org **by February 10, 2018**.

Acceptable formats include .pdf and .jpeg files. Accompanying letters of support, if required, must be sent by the letter-writer directly to awards@ncmuseums.org

Please include name of award in the subject of your email, for example 2017 NCMC Award of Excellence for Publications

Notification and Recognition

The NCMC Awards Chair will notify award recipients by early March and invite them to the annual meeting to accept their certificates. The Awards Chair will make necessary arrangements for the recipient and/or their designee of the Lawson and Alderson Awards attend the annual meeting.

Questions about NCMC Award Program or a specific award?

Visit <http://www.ncmuseums.org/conference/award-nominations/>

or Contact

Matt Edwards, NCMC Awards Chair

Email: awards@ncmuseums.org

For the Publication Competition, please send five copies of original printed item to:

Matt Edward, NCMC Awards Chair

c/o Mount Airy Museum of Regional History

301 N. Main Street

Mount Airy, NC 27030