

Far West Ski Association

Communications Awards

2013-14 Entry Submittal **due March 20, 2014**

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The club and council communications awards are designed to promote excellence and outstanding performance. Entries are for the following five competitions:

- Tollakson Outstanding Club of the Year
- Wentworth Outstanding Club Publication of the Year
- Outstanding Club Website Award
- Outstanding Council Publication of the Year
- Outstanding Council Website Award.

Technical Aspects

Last year, Crissymarie King developed an online platform to disseminate the program guidelines, criteria and online forms for contest entry and judging. The platform was based on Word press content management software. The platform was successful for participant data entry and scoring was a breeze.

T.E.A.M. (Together Everyone Achieves More)

This year she is redesigning the platform to include interactive educational resources for all FWSA editors and webmasters. The educational section will launch with a discussion forum to allow sharing of ideas and technical skill between editors and webmasters.

Additional Resources for the Platform

The platform is a work in progress. New features can be added as needed. For example, Crissymarie is currently evaluating the value of developing a highly customizable Word press content management template to make available to the clubs and councils. The template would incorporate the required criteria structure and each club/council could personalize by cutting and pasting content and images. This should help bridge the gap in authoring skills among the editors and webmasters. Here are some of the items that may available on the platform.

- Video tutorials for web masters and editors
- Resources for HML and word press templates
- Resources for database and Google Doe integration
- Communications best practices
- Resources for newsletter templates for MS Word, MS Publisher and Indesign

Judging

Crissymarie will be adding a section for the entrants to list where the specific content is located in the newsletter and website. This will help the clubs/councils focus on required criteria content and to help the judges — even the inexperienced judges — locate the content.

She plans to restructure the points awarded for each section. Rather than awarding points based on subjective criteria, she will create a list of specific criteria that represent one point each, with a maximum number of points to be awarded for each section. In some cases, there will be more items to choose from than points available. This will allow FWSA to recognize different club/councils despite differences in priorities.

Long Term

It is hoped that providing support, education and tools will increase participation in the FWSA Communications Award Program. To facilitate this effort, it is recommended that we vigorously promote the new tools to the clubs and councils with the promotion of the 2014 Awards.

Apply Electronically at <http://fwsaca.org/educomm/fwsa-club-council-communications-awards-2014/> by March 20, 2014

Crissymarie King

FWSA Communications Awards Chair

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Communications Awards Deadlines

Submit Entry Deadline	March 20, 2014
Judge's Scores due for bonus points	April 24, 2014
Judge's Scores FINAL due date	April 30, 2014