

Far West Ski Association

Communications Awards

2014-15 Application **due March 20, 2015**

Page 1 of 2



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

The awards program was developed as an online platform to disseminate the program guidelines, criteria and online forms for contest entry and judging. The platform is based on Word press content management software. The platform has proven to be successful for participant data entry and scoring was more easily facilitated.

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

The platform includes 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 will 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 be available on the platform.

- Video tutorials for web masters and editors
- Resources for database and Google integration
- Resources for newsletter templates for MS Word, MS Publisher, InDesign, Quark, etc.
- Resources for HTML and word press templates
- Communications best practices

Entry Application

The online entry form must be submitted online between January 5, 2015 and March 20, 2015 at <http://fwsaca.org/educomm/2015-comm-awards/>. Please have all of your judge's names, emails and phone numbers available to complete the entry form. You may confirm that your entry has been received online. Confirmation listing refreshes may take up to 10 minutes.

Class Designation Revisions 2015

Class competition has been restructured to provide a more constructive competition. The criteria are applied over the previous four years.

Novice— Any club that has never entered the communication awards competition or previously entered but has not received a 1st place Novice award for their club for outstanding club, publication or website within the last four years.

Advanced— Any club that has received a 1st place Novice or a 2nd or 3rd place Advanced award for their club for outstanding club, publication or website within the last four years.

Masters— Any club that has received a 1st place Advanced award or a 1st, 2nd or 3rd place Masters award for their club for outstanding club, publication or website within the last four years.

Councils— Open to all councils

Clarifications

Classification is based on club, not their editors or webmasters.

Any club may volunteer to participate in any class above their actual designated classification during the online entry application process.

Far West Ski Association

Communications Awards

2014-15 Application **due March 20, 2015**

Page 2 of 2



Competition class rankings for outstanding club, publication and website are determined independently. Clubs may be entered in different classes based on previous awards, e.g., Masters for website and Advanced for publication.

Criteria

Clubs— The criteria for this year have been streamlined to focus relevant content for the websites and publications. Publication criteria should be focused on FWSA, council and club events and club business and social relationships. Websites should be focused on intuitional consumption, industry association, upcoming events, information and benefits of club memberships

Councils— The criteria for this year have been streamlined to focus relevant content for the websites and publications. Publication criteria should be focused on FWSA benefits, council business, and member club information and events. Websites should be focused on intuitional consumption, industry association, upcoming events, information and benefits of FWSA, council and club memberships.

Revised criteria on the Judging Work Sheet may be downloaded after September 15, 2014 at <http://fwsaca.org/educomm/criteria/>.

Judging

Judging Work Sheet— To expedite the judging time and accuracy, there will be a section in the Judging Work Sheet next to the criteria in the PDF document for the entrants to list where specific content can be located in their newsletter and website. This will help the clubs/councils focus on required criteria content and help the judges locate the content. A "CONFIRMATION TEXT" will be listed by the entrant on the Judging Work Sheet form and uploaded to the communications awards website along with any other files to be submitted. Entrants will receive a 10 point bonus for that competition.

Judges failing to use the submitted Judging Work Sheet and list the entrants' "CONFIRMATION TEXT" will receive a 10 point penalty for that competition.

Qualified Judges— A benefit to judging entrants' work is the insight and ideas you may gain on how to improve your own publication and/or website. As such, every current club or council editor or webmaster that participates as a judge for each specific competition will receive a 10 point bonus for that competition!

Program and Judges video tutorials can be viewed online at <http://fwsaca.org/educomm/video-tour/>.

Judging Simplified— The plan is to restructure the points awarded for each section. Rather than awarding points based on subjective criteria, there will be 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 2015 Awards.

Apply Electronically between January 5, 2015 and March 20, 2015 at

<http://fwsaca.org/educomm/2015-comm-awards/>.

Crissymarie King

FWSA Communications Awards Chair

communicationsawards@fwsa.org or 559-916-4901 [c]

Communications Awards Deadlines

Submit Entry Deadline	March 20, 2015
Judge's Scores due for bonus points	April 30, 2015
Judge's Scores FINAL due date	May 7, 2015