

NCSHLA PUBLIC INFORMATION AWARDS

Since 1988, the North Carolina Speech, Hearing and Language Association has presented Public Information Awards to deserving NCSHLA members for outstanding promotional campaigns. Award winners serve to promote better awareness of the services of speech/language pathologists and audiologists because their ideas aid other members with marketing efforts and demonstrate both professionalism and innovation in the content, form, and message of their campaigns. Their excellence is honored by a certificate presented at the annual NCSHLA convention and an entry on a permanent plaque displayed in the NCSHLA Office.

The public information awards program has two divisions: Division I. Better Hearing and Speech Month (BHSM) campaigns
Division II. Special Achievement (other than BHSM)

Previous Public Information Award Recipients:

1988	Henderson County Better Speech and Hearing Council	2000	Kathryn Dowd/Charlotte Audiology Associates
1988	BEGINNINGS for Parents of Hearing Impaired Children	2002	Deborah Cameron
1989	North Carolina Augmentative Communication Association	2002	Dr. Celia Hooper
1990	Dr. Joanne Roberts	2003	Dr. Heather Clark
1992	Joy English	2004	East Carolina University, Department of Communication Sciences and Disorders
1999	Caswell Center	2004	Warren County Schools/Gloria Quick
2000	Cape Fear Community College SLP Assistant Program	2005	Denise Tucker, Ph.D. and Debbie Schallock
		2006	Lisa McDonald and WFMY News 2
		2008	Alamance County Sertoma Club
		2009	Lambda Phi Chapter of Delta Zeta, Appalachian State University

Rules and Guidelines

- Eligibility:** Any NCSHLA individual or corporate member in good standing may enter any program in which they were involved to promote speech/language pathology and/or audiology, a special event regarding those professions, or public awareness of communication disorders, with mention of the professions. All entries must have been produced for use during the calendar year preceding the award. Entries produced prior to but used during that calendar year are also eligible. Entrants must have had direct involvement in the creation and implementation of the campaign entered. No campaign may be entered more than once. Entries whose primary purpose is to provide revenue for a publisher or other business, such as magazine advertisements or newsletters, are not eligible.
- Entry Contents:** Please provide the following entry information on the form on the back of this page. Attach no more than one additional page, if necessary. Attach copies of print or audio-visual media or photos of freestanding media.
 - Award Division - Better Hearing and Speech Month or Special Achievement.
 - Entrant - Name, title, organization; title and description of entry; signature.
 - Goals and Objectives; Intended Audience.
 - Campaign Plan and Implementation.
 - Results and Evaluation.
- Submission:** Send entries to Colette Edwards, 2310 Musket Lane, Greensboro, NC 27455.
- Return of Materials:** Do not send irreplaceable or one-of-a-kind materials in your entry. All materials (including audio-visuals) will be retained by NCSHLA.
- Deadline:** Entries must be postmarked by January 15, 2010. Entries postmarked after the deadline will not be considered or returned.
- Judging Process:** Entries will be reviewed by the Education and Public Information Committee, which will make a recommendation to the Board of Directors. The Board will approve the final winner. Written evaluation of entries will not be provided.
- Awards:** There will be no more than one award for each division. Should the judging committee deem no entry worthy of either award, none will be given.
- Notification of Winners:** Winners will be announced during the 2010 NCSHLA convention in Durham. Winners not in attendance will be notified by mail, but all entrants are encouraged to attend.

