

# 2020 Texas' Best *Campus* Awards

## Individual and Media Awards



Please attach this form to each entry along with the required documents. All entries become the property of Texas Crime Stoppers and may be used for promotional purposes. No entries are returned. For questions regarding the awards, contact Texas Crime Stoppers at (512) 463-1919 or [txcrimestoppers@gov.texas.gov](mailto:txcrimestoppers@gov.texas.gov)

**Award** (check one – use separate forms for multiple nominations) (see back of form for award descriptions and additional submission requirements):

- |                        |  |                          |
|------------------------|--|--------------------------|
| Individual excellence: | Coordinator of the Year                      | Board Member of the Year |
|                        | Joe Martino Administrator of the Year        |                          |
| Media awards:          | Radio Competition – Crime of the Week        | Best Website             |
|                        | Radio Competition – Special Production / PSA | Social Media Competition |
|                        | TV Competition – Crime of the Week           | Creative Publicity       |
|                        | TV Competition – Special Production / PSA    |                          |
|                        | Newsprint Competition – Crime of the Week    |                          |
|                        | Newsprint Competition – General Newsprint    |                          |

Title of entry: \_\_\_\_\_  
(Name of media campaign, headline, etc.)

Campus population size: \_\_\_\_\_

### **Campus Crime Stoppers Organization Information (all fields required):**

Organization Name: \_\_\_\_\_

Organization Address: \_\_\_\_\_

City: \_\_\_\_\_ Zip: \_\_\_\_\_ Phone: \_\_\_\_\_

Email: \_\_\_\_\_ Social Media handle (i.e. @TxCS): \_\_\_\_\_

Web Address/URL: \_\_\_\_\_

Board Chair: \_\_\_\_\_

Coordinator: \_\_\_\_\_

E-Signature of Sponsor (type name): \_\_\_\_\_

Please send completed entries and supporting materials via email only to [txcrimestoppers@gov.texas.gov](mailto:txcrimestoppers@gov.texas.gov). All submissions must be completed and submitted via email to be considered. This entry form should be completed within the PDF and returned via email along with all required attachments. Electronic media can be sent as an attachment (.mp4, .mpg, .mpeg, .mww, .jpg, etc.) or as a link within the cover letter. See the reverse side of this form for further submission requirements specific to categories.

**Winners will be announced virtually in March 2021.**

**DEADLINE: Monday, March 1, 2021 at 5:00 p.m. CST.**

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**INDIVIDUAL EXCELLENCE AWARDS:** Recipients of the awards for Coordinator of the Year and Board Member of the Year are ineligible for five years following their selection. Nominations for these categories must include entry form, a one page criteria profile that details the nominee's service to Campus Crime Stoppers, an endorsement letter from the board chair, and a digital color photograph of the nominee. Limit one entry per category per program.

- **COORDINATOR OF THE YEAR:** The Coordinator of the Year award honors one individual for exceptional performance and contributions to their Campus Crime Stoppers program, makes a positive impact on their campus, other Crime Stoppers programs, and Crime Stoppers in Texas.
- **BOARD MEMBER OF THE YEAR:** The Board Member of the Year award honors one individual, who has demonstrated outstanding service through enthusiasm, passion, and commitment to their Campus Crime Stoppers program and has positively impacted their campus.
- **JOE MARTINO ADMINISTRATOR OF THE YEAR:** The Administrator of the Year award recognizes one individual who exemplifies professional excellence in contributions to his or her local Crime Stoppers program, school, and community. All Administrator of the Year entries should include a one page summary describing the nominee's service to Crime Stoppers, an endorsement letter from the board chair and/or principal, and a digital photograph of the nominee.

**MEDIA AWARD CATEGORIES:** All media award nominations must include a completed entry from, 100-word summary describing the entry, a digital copy of the entry (.mp4, .mpg, .mpeg, .mwv, .pdf), and date or dates July 2018 - June 2019 that airing occurred. Limit one entry per category per program.

- **BEST WEBSITE:** The Best Website award recognizes the best Campus Crime Stoppers program website. This award is judged on a clear purpose for the website, original content, concise, accurate, well written, and up-to-date. Graphics are clear, sharp and relevant to content; design (combining content and graphics) is well organized, and logical; navigation is easy, and user friendly; and content is grammatically correct, free of errors. Nominations must include entry form with attached brief cover letter which includes the website URL and a description of the website.
- **CREATIVE PUBLICITY:** The Creative Publicity award recognizes the most creative or innovative way of publicizing Campus Crime Stoppers through means other than television, radio, and newspaper. This award is judged on creativity, delivery, and impact on the community. Nominations must include entry form, brief cover letter which describes the event or item(s), how the event or item(s) were utilized to publicize the program, a digital photograph and/or sample.
- **SOCIAL MEDIA COMPETITION:** The Social Media awards are presented to a single program for the best use of social media to promote the Campus Crime Stoppers program. Judging is based on use of the platform in a creative and informative manner and as an integral way to enhance community engagement. Nominations must include entry form with attached brief cover letter which includes the website URL, social media handle, implementation and level of success (how many views, likes, retweets, etc.). We encourage those who wish to submit video to include an externally hosted link to the video within their submission. Eligible social media platforms include Facebook, YouTube, and Twitter.
- **RADIO COMPETITION – CRIME OF THE WEEK:** Recognizes the best radio Crime of the Week reenactment. Nominations are judged on production quality, content, and placement (times of airing).
- **RADIO COMPETITION – SPECIAL PRODUCTION/PUBLIC SERVICE ANNOUNCEMENT:** Recognizes the best Special Production/Public Service Announcement (PSA). Nominations are judged on creativity, production quality, frequency of airing, and placement (times of airing).
- **TELEVISION COMPETITION – CRIME OF THE WEEK:** Recognizes the best television Crime of the Week reenactment. Nominations are judged on production quality, content, and placement (times of airing).
- **TELEVISION COMPETITION – SPECIAL PRODUCTION/PUBLIC SERVICE ANNOUNCEMENT:** Recognizes the best special production/public service announcement (PSA). Nominations are judged on creativity, production quality, frequency of airing, and placement (times of airing).
- **NEWSPRINT COMPETITION – CRIME OF THE WEEK:** Recognizes the best Crime of the Week news article. Nominations are judged on display, frequency, content, and writing quality. Nominations must include a digital copy of the entry that includes dateline clipping and the name of the publication.
- **NEWSPRINT COMPETITION – GENERAL NEWSPRINT:** Recognizes the best overall Crime Stoppers program related news article. Nominations are judged on quality, conciseness, and originality. Nominations must include a digital copy of the entry that includes dateline clipping and the name of the publication.

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