

# NAI Interpretive Media Awards



## CALL FOR ENTRIES

*Open to all NAI members.*

<http://bit.ly/InterpretiveMediaAwards>

Earn recognition for your interpretive media product(s) and receive valuable feedback from expert judges.

The NAI Interpretive Media Awards are brought to you by the National Association for Interpretation (NAI) and its Interpretive Media Section to promote excellence in the delivery of natural, cultural, and historical non-personal interpretive services.

**Entries must be submitted electronically by May 31, 2018.**

### **The Value of the Interpretive Media Awards**

All entrants will receive valuable feedback from expert judges who specialize in the category they evaluate.

Award recipients are announced at the NAI National Conference, listed in a special issue of the newsletter *NAI Now*, and posted online on InterpNet.com. All award-winning entries are on display during the NAI National Conference.

Award recipients will receive a framed certificate, plus digital files of the NAI Media Award emblem to identify their product as an award recipient.

### **Questions**

Contact Interpretive Media Awards Chair Chris Radek at [cradek@nashvillezoo.org](mailto:cradek@nashvillezoo.org) or NAI Deputy Director Paul Caputo at 888.900.8283 x222 or [pcaputo@interpnet.com](mailto:pcaputo@interpnet.com).



The NAI Interpretive Media Awards will be presented at the NAI National Conference in New Orleans, Louisiana, November 27-December 1, 2018.



# Guidelines

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## Deadline

Entries must be received using the official entry form online by May 31, 2018, to be considered eligible.

## Participation

To enter you must be an NAI member. If you are entering for an Institutional or Commercial membership, your name must be linked to that membership. Only the individual or organization that owns the copyrights or final use of the product may enter. However, producers and contractors may submit an item with written permission from the contracting individual or organization.

## Eligibility

All entries must be original works made available to the public for the first time between January 1, 2017–December 31, 2017 except for the rotating category. Category entered is subject to review and may be changed if the committee determines another category to be more appropriate. Entrant will be notified of the change. Entries that are incomplete or found unacceptable are subject to a nonrefundable disqualification.

## Judging

Entries will be judged by a panel of professionals in the field of interpretation and/or media development. Entrants will receive a copy of judges' evaluation forms.

## Volunteer

If you're interested in becoming a judge or serving on the media awards committee, please contact,

Chris Radek  
cradek@nashvillezoo.org

Or fill out the judge application form online at <https://tinyurl.com/MediaAwardJudge2018>.

## Entry Requirements

Entries are collected digitally. You will need to follow these steps:

- Collect up to ten components you feel best represent your entry: photos, text, scripts, videos, links, etc...
- Visit <http://bit.ly/InterpretiveMediaAwards>
- Login to your account.
- Pay the appropriate entry fee for your entry to be considered.
- Fill out the form and upload your attachments you have selected.
- Save your entry and click "Finish" when it is complete.

You may go back to your entry as you complete it and it will be saved from one time to the next.

## Evaluation Criteria

In order to support NAI's purpose of "inspiring leadership and excellence to advance heritage interpretation as a profession," entries will be evaluated on the following criteria:

- The entry exhibits outstanding application of interpretive principles.
- The entry communicates its intended message most effectively and in an appropriate manner.
- The entry engages users through effective use of art and technology.

## Entry Fees

- Commercial Plus: 1 complimentary entry, then \$25/entry
- Commercial Standard: \$25/entry
- Institutional/Consultant: \$75/entry
- Professional: \$100/entry

## Awards

First, second, and third-place awards may be presented in each category. At least five entries must be entered and eligible in any category before the category will be considered for judging.

## Language

Entries in any language other than English must include translation into English. Please contact Paul Caputo at [pcaputo@interpnet.com](mailto:pcaputo@interpnet.com) for details on specific translation requirements.

## Thematic Series

If entry is part of a thematically-linked series intended to be used collectively (e.g., a sequence of interpretive panels), the entire series should be submitted as one entry. Individual entries from a series will not be considered, nor will multiple entries developed from a single design template (e.g., a series of posters whose content varies but whose structure is identical). If the entry is part of a phased multi-year installation, entrant must either supply adequate contextual information (including photos or sketches) to provide perspective on the role of the entry in the larger exhibit, or submit the entire series as one entry after final installation.

## Notification

In late summer, entrants will be notified about the status of their entry. Awards will be announced at the NAI National Conference in fall.

## NAI Membership

For membership information, contact NAI's membership manager at [jking@interpnet.com](mailto:jking@interpnet.com) or toll-free at 888.900.8283.

# Categories

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## **Exhibit Entries**

Interior and wayside exhibit entries must be accompanied by in-situ photos of each element, showing placement and context. However, please note that individual elements of the entry must also be submitted in fully legible form. In-situ photos alone rarely fulfill this legibility requirement. Entrants are strongly encouraged to submit printed production files of each exhibit or panel. Illegible entries may be disqualified.

## **Book**

A multiple-page publication pertaining directly to a natural or cultural resource or interpretive facility. Books or booklets of a general nature not directly related to a facility or resource are ineligible. Electronic books are eligible in this category.

## **Digital Media**

A digital interpretive product such as an audio tour, CD-ROM, DVD, handheld device, website, mobile app, or podcast. Submittal must be interactive and may include audio, video, or animated components. A multi-media product designed for educational use, whether stand-alone or as part of an educational curriculum, will be accepted if it is clear it has broad public applicability and works as a stand-alone experience.

## **Interior Exhibit**

An exhibit designed for interior use, interpreting natural or cultural history resources, events, processes, and/or mission or activities of a resource - based agency or organization. Traveling and trailer-mounted exhibits should be entered in this category. Supporting information should include images showing general location, close-up(s) of entire exhibit, brief written description of the exhibit, and readable text/graphics.

## **Video**

An audiovisual product interpreting a resource, site, facility, event, or organization/ agency, including products designed for download, broadcast use and/or available for purchase. To submit a video, provide a link where entries can be downloaded or streamed for viewing.

## **Site Publication**

A publication in any printed format that introduces or orients a visitor to an interpretive site or regional route, and/ or to activities and experiences available within it, including trail guides, Junior Ranger publications, newsletters, and other publications.

## **Outdoor Exhibit**

An on-site, outdoor exhibit that interprets the significance of a natural or cultural site, resource, process, event, or activity. Supporting information should include image(s) of the site being interpreted, close-up image(s) of the entire exhibit, brief written description of the exhibit, and readable text/graphics.

# What Award Recipients Are Saying

“To receive an award from NAI is a special honor knowing there are so many talented members who are a part of this great organization.”

*John A. Dell’Osso  
Point Reyes National Seashore*

“One of the highest and most humbling honors is to have your work recognized for its excellence by your colleagues in the interpretive profession.”

*Tony Ingraham  
Owl Gorge Productions*

“It’s awesome when you win, but the added value is getting the judges’ comments. I especially appreciate the judges that take the time to critique our entries with detailed comments. It is great way to get impartial and professional feedback on our publications.”

*Lisa Oakley  
Alaska Geographic*

“The NAI Media Awards provided important recognition to the many diverse partners who helped us create ‘Wetlands and the World.’ Not only did the award highlight its value to our contributors, staff and sponsors but the judges provided some important insights for any future efforts.”

*Merebeth Switzer  
Ducks Unlimited Canada*

“Cahokia Mounds State Historic Site is honored to have been selected as a recipient of an NAI Media Award for our iPod Touch tours of our Interpretive Center and site. The tours, called ‘Exploring the City of the Sun’ have been very popular with our visitors and the NAI recognition helps Cahokia Mounds to be able to promote them as ‘award-winning’ tours and therefore draw attention to America’s largest prehistoric Indian site. It is also important to have been recognized by professionals in the media industry for this special audio-visual production and for that we are truly grateful.”

*Leah Joyce  
Cahokia Mounds State Historic Site*