

## SAMPLE LETTER TO THE BOARD OF DIRECTORS REGARDING AWARDS

**DATE:**

**TO: REGIONAL ASSOCIATION BOARD MEMBERS**

**FROM: DON HERRINGTON,  
ASSISTANT COORDINATOR OF AWARDS**

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**SUBJECT: AWARDS INFORMATION**

Enclosed are the necessary forms to be used in reporting your Regional Associations Nominations for the 2005 Awards Program. The information I am asking you to submit is very important. In fact, the success of the program depends on you getting the information to me by the deadline stated on the application.

As you will note, the Coordinator of Awards is mailing all forms for the different awards so you will not be receiving them at different times, from different people. This, we hope, will enable you to form your committees in a more orderly manner. We are also asking each Regional Association's Board Member to be responsible for the awards within his/her Regional Association. If the Board Member has changed, please forward this packet to the new Board Member immediately.

Newspapers, television stations, radio stations, etc., are very particular as to the format used to submit news releases. If the format is not followed, they tend to ignore the release. Therefore, if the individuals you nominate for the different awards are to receive the complete publicity they deserve, please submit your nominee's information as follows:

1. Complete the nomination form as complete as possible.
2. Complete the "News Release Form" as completely and accurately as possible.
3. Supply a news release for each of the sources indicated on the form. A sample news release is enclosed in this packet. Use the sample form including the heading, substituting the appropriate information. Use plain paper not your personal stationery or the school's stationery. **DO NOT HAND WRITE THE STORY. TYPE IT AND DOUBLE SPACE THE LINES. THIS IS VERY IMPORTANT!**
4. Pay particular attention to spelling, correct usage and proper punctuation.
5. A 2"x3" black and white glossy photograph (a "mug shot") should accompany the story.
6. Return the completed nomination form to the Coordinator of Awards.
7. **SEND NEWS RELEASES AND PHOTOGRAPHS TO THE MEDIA INDICATED ON THE NEWS RELEASE INFORMATION SHEET. (SEE ATTACHED)**

**I am asking you to return all nominations to me by Jan. 15. Nomination cannot be accepted after this date.** Take action NOW. Please take advantage of this awards program and select your nominees at your first or second meeting so you can submit your nominees by the deadline date - Jan. 15.