Interpretive Media Award Competition 2024

Did you create a noteworthy piece of nonpersonal interpretive media in the past year?

A video, publication, exhibit, or something else? Submit it to the NAI Interpretive Media Awards Competition and earn the recognition it deserves!

Award recipients will be recognized at the NAI National conference and in an exclusive online ceremony. All entrants will be evaluated by a panel of experts who provide actionable, objective feedback.

The NAI Interpretive Media Awards committee is committed to elevating the success and relevance of the NAI Media Award program.

Entries must be submitted electronically by August 23, 2024

Open to all NAI members | **Apply at www.nai-us.org/awards**

Questions?
Please contact:

Samantha Tableriou
Interpretive Media Awards Chair
sltableriou@gmail.com

Heather Manier
Corporate Engagement & Partnerships Manager
hmanier@interpnet.com

The Value of Interpretive Media Awards

This awards program helps define successful interpretive media. It's crucial to recognize and share outstanding, effective, and innovative work as it establishes a high bar for future media-based interpretation, and helps steer ongoing efforts within this field.

Each entry receives valuable feedback from accomplished judges who work hard to highlight the strengths and weaknesses of each entry. Feedback may be used as a blueprint for continued interpretive design improvement.

Award recipients receive a framed certificate and a digital "medallion" with which to identify their project online and in-print. In addition to announcements on NAI's media channels, award winners will be listed in a special issue of the NAI Now newsletter, posted online and featured during an end-of-year, virtual celebration.

The Interpretive Media Awards

promote excellence in the delivery of natural, cultural, and historical nonpersonal interpretive services. Through the exchange of ideas we increase the level of excellence in our profession.

Guidelines

Deadline
Entries must use the official online entry form and naming system and be submitted by August 2, 2024 in order to be considered eligible.

Participation
To enter you must be an NAI member. If submitting 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. 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, 2023 and December 31, 2023, unless otherwise noted.

The entry category selected is subject to review and may be changed. If the committee determines another category to be more appropriate, the entrant will be notified of the change. Incomplete or unacceptable entries are nonrefundable and subject to 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: Samantha Tableriou, sltableriou@gmail.com

Entry Requirements
Entries must be submitted digitally. Follow these steps:
- Collect up to ten (10) components you feel best represent your entry. These can be photos, text, scripts, videos, etc.
- Visit the awards website: interpnet.com/awards
- Login to your account
- Pay the appropriate entry fee (see schedule below)
- Fill out the form and upload your documents
- To allow yourself the opportunity to continue to work, be sure to save your entry. You do not need to complete your entry in one sitting.
- Once complete, click "Finish" to submit your completed entry. You cannot make changes once you've submitted.

Evaluation Criteria

To support NAI's purpose of "inspiring leadership and excellence to advance heritage interpretation as a profession," entries will be evaluated against 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

Fees are commensurate with membership levels and are as follows:

- Commercial Plus: One (1) complimentary entry, then $25/entry
- Commercial Standard: $25/entry
- Institution/Consultant: $75/entry
- Professional: $120/entry

Note: A limited number of fee waivers are available for nonprofit groups or organizations at financial disadvantage. Please contact Heather Manier, hmanier@interpnet.com, for more information.

Awards

First-, second-, and third-place awards may be designated for each category. However, for any category, a minimum of five (5) eligible entries must be received before the entries will be evaluated. No awards will be given for entries in any category having fewer than five submissions.

Language

Entries in languages other than English must include an English translation. For specific translation requirements, please contact Paul Caputo (pcaputo@interpnet.com)

Thematic Series

If an 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 and multiple entries taken from a single design template (e.g., a series of posters whose content varies, but whose structure is identical) will not be considered.

If the entry is part of a phased multi-year installation, the submission must either supply adequate contextual information (including photos or sketches) to provide perspective on the entry's role in the larger exhibit, or the entire series should be submitted as one entry after final installation.

Notification

Entrants will be notified about the status of their entry. Award winners will be announced via social media and recognized at the national conference.

Categories

Difficult Topics *NEW*
New and unique to the 2024 NAI Media Awards, the Difficult Topics category evaluates projects that tackled delicate, difficult, and/or sensitive topics with interpretive media. This category focuses on issues that require extra care due their potential to evoke a strong emotional response. Entries can belong to any category, following the criteria set forth in said category, e.g., Digital Media.

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

Note: Book and Site Publication categories rotate each year; books published between January 1, 2023 and December 31, 2023 are eligible for submission this year.

Digital Media
A digital interpretive product such as an audio tour, DVD, handheld device, website, mobile app, social media page, or podcast. Submission 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, cultural or historical resources, events, processes, and/or the 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 the entire exhibit, a brief written description of the exhibit, and readable text/graphics.

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.

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.

APPLY HERE

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2024