

Astronomy Day Award, 2012

Cosponsored by *Sky & Telescope*, the American
Astronomical Society and the Astronomical League

The Astronomy Day award began in 1980 and is award to the group(s) that best exemplifies the concept of Astronomy Day, "Bringing Astronomy to the People," through its special event program. The award is judged by the Astronomical League. For a list of past winners, go to <http://www.astroleague.org/al/astroday/astrowinners.html>

The rules are simple. They are:

1. All entries must be postmarked by June 13 of each year and received by June 19th (if via postal mail) or received electronically by June 13th.
2. Three primary prizewinner(s) may be chosen, one each for each population size category (\$150 each): Large, Medium & Small
3. Two secondary \$50 awards may be given as follows:
 - Best new idea
 - The organization that does quality events year after year (determined by previous entries)
4. Honorable Mention(s) may be awarded to those groups in final contention for the award.
5. Not all awards may be presented each year.
6. All entries will be judged on the following:
 - a. Originality and effort
 - b. Effectiveness of the sponsored events
 - c. Most productive use of local resources
 - d. Uniqueness of local events
 - e. Carrying out the primary theme of Astronomy Day (Bringing Astronomy to the People)
 - f. Carrying out any secondary annual theme that may exist
7. Eligibility is open to any nonprofit organization which promotes astronomy or space science. Planetariums and science museums, astronomy clubs, universities, and observatories or combinations thereof are all eligible. Organizations may not enter as part of a larger group and individually.
8. If submitting an electronic entry, ALWAYS check the Astronomical League's Astronomy Day web site for the correct e-mail address <http://www.astroleague.org/al/astroday/astroday.html> Electronic entries must be formatted in the same order as the entry form. Attachments must be able to be opened by MS Word and/or MS Photo Editor
9. All entries become property of the Astronomical League. Submitting photographs constitutes permission to publish and must comply with the guidelines under "Helpful Hints."

The winners will be notified at or before the Astronomical League's annual convention (usually in late June or July), and will be awarded at the Astronomical League's summer convention.

Helpful hints for entering the award

1. Involving all astronomy-related groups in the area is viewed as very positive as well as promoting any special theme for the year (There won't always be a special theme).
2. Previous primary award winners must be extraordinary to win the same award again in subsequent years. However winning one award doesn't preclude an organization from winning a different award in the same or a different year.
3. Compose your photographs. Look through back issues of *Sky & Telescope* to judge what kind of photo they will publish. There is nothing wrong with posing a picture. Include a labeled hard copy (2 inches or larger) of any mailed digital image(s) and label all media with name of entrant. Also each photograph must be labeled with where, when, who took and who is in the photograph.
4. Edit video tapes. Label the length of the video pertaining to Astronomy Day (especially if there is other non-related video on the tape). Also if the Astronomy Day portion is not at the beginning of the tape, indicate how far into the tape the Astronomy Day portion starts. VHS only. DVD's (DVD Video format only) are also acceptable.
5. You will receive an acknowledgement of your entry (either by postal mail or e-mail). If you do not receive an acknowledgement, contact the Astronomy Day Coordinator.
6. You do not have to use this entry form, but you must format and order your entry in the same manner, i.e. your entry does not have to fit into the space provided but you must use the headings in the entry form (many entrants use a word processor to enter-which is quite acceptable) and all questions must be answered. You may include additional information at the end of you entry if it does not fit within one of the categories. This could include a summary. For electronic entries, scan (if necessary) and attach the required flyers to your entry.
7. Hosting the event on a different day than the "official" date will not preclude you from winning. Organizations hosting a fall Astronomy Day are eligible to enter next year's award
8. The contest will be judged by the Astronomical League and not *Sky & Telescope* (i.e. you can mention *Astronomy* magazine) or the American Astronomical Society.
9. A co-sponsor is an organization that helped in set up and planning. A participant is an organization who used space at your Astronomy Day event to promote themselves.
10. Postal mailing from outside the USA may take several days to arrive.

Good luck! If you don't win this year, please try again next year.

Entry Form for the 2012 Astronomy Day Award

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Astronomical League**

Date of Entry:

Organization(s), institution(s), club(s), etc. entering the award:

Contact person:

Address:

City State/Prov Zip/Postal Code

Country Telephone:

Fax: E-mail:

Web site:

Preliminary Information

(will not affect the judging of the award. We are just curious)

Did you list your event(s) on the Astronomy Day web site? YES NO

Did you held your event on a day other than the "official" date of Astronomy Day, and if so, why?

Suggestions on how the Astronomy Day Headquarters can assist you in Astronomy Day events:

What was the weather like during you Astronomy Day events (e.g. rainy, completely cloudy, very clear, etc.)?

Is any sponsoring organization a member of the Astronomical League (does not affect the judging of the award)? Which one(s)?

List any other local organizations/institutions involved (e.g. the local planetarium, the local telescope store, none, etc.):

List any other local astronomical organizations/institution NOT involved (e.g. the local planetarium choose not to participate, the other local astronomy club wanted to do their own event, none, etc.):

Event Details

Please describe the programs run by your organization(s) during Astronomy Day and explain their purposes. Your entry will be judged by the responses you provide as well as included samples or photographs.

1. List all planned events and type of location your group hosted for Astronomy Day in the form below, including the dates and times they occurred (see example). Describe any unconventional events, exhibits, displays, and other activities. Include any flyers or brochures produced for this event.

Sample Information

Date	Hours	Event	Type of Location	Attendance
4/16	9 am-9pm	Mall Display	Indoor shopping mall	About 250
4/16	9 am-9 pm	Solar, Lunar & Saturn telescopic viewing	Outside indoor shopping mall	About 42
4/16	7 pm-10 pm	Telescopic viewing	City Park	Rained out
4/16	Noon-5pm	Planetarium shows	Museum	184

Your Information

Date	Hours	Event	Type of Location	Attendance

2. Promotional and media coverage: List promotion obtained in the media. Include clippings, photos, even videotapes of news coverage. How long did your promotion run? Any feature (i.e. non PSA) stories (list individually)? Include copies of any press releases.

3. Effectiveness: How effective was your program in generating new interest in astronomy? How would you improve your Astronomy Day next year?

4. Personal statement: Why should your group win the award?

Please remember to include examples of your activities. All entry material becomes property of the Astronomical League and the League, the American Astronomical Society and *Sky & Telescope* regrets that they cannot return these materials. Submission of information and photographs constitutes permission to publish. Please send entry to (by June 13th):

Astronomy Day Award
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