

Astronomy Day Award 2017

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

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

The rules are simple. They are:

1. All entries must be submitted electronically by June 13 of each year.
2. Three primary prizewinners may be awarded, one each for population size categories (\$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. Electronic entries must be formatted in the same order as this entry form. Attachments must be able to be opened by MS Word, MS Photo Editor and/or as PDF's (Adobe).
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 by July 31, and 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. Submit a few well composed photographs. There is nothing wrong with posing a picture. Each photograph must be labeled with where, when, who took and who is in the photograph.
4. You will receive an acknowledgement of your entry shortly after the entry is submitted by e-mail. If you do not receive an acknowledgement, contact the Astronomy Day Coordinator. Be sure to put: "Astronomy Day Award Entry" in the subject line of your e-mail.
5. To ensure that you format your entry correctly, download the word version of this form. You must format and order your entry the same manner as this entry form with all questions 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. Scan and attach the required flyers to your entry.
6. Hosting the event on a different day than the "official" date will not preclude you from winning.
7. The contest will be judged by the Astronomical League and not *Sky & Telescope* (i.e. you can mention *Astronomy* magazine).
8. 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.

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

Entry Form for the 2017 Astronomy Day Award

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

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

If you held your event on a day other than the "official" date of Astronomy Day, why?

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

What was the weather like during your 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 and events held by your organization(s) during Astronomy Day. Your entry will be judged by the responses you provide as well as included flyers or photographs.

1. List all planned events and type of location your group hosted for Astronomy Day 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 scanned copies of clippings, and photos. 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. In what way did you adhere to Astronomy Day's Motto, "Bring Astronomy to the People?" 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 Soceity and *Sky & Telescope* regrets that it cannot return these materials. Submission of information/photographs constitutes permission to publish. Please e-mail entry to (by June 13th):

Astronomy Day Award
Gary Tomlinson
Astronomy Day Coordinator
gtmlins@sbcglobal.net
(616) 784-9518