

## **Horizon Interactive Award**

An International, Interactive Media Competition



2005 BRONZE AWARD

JPL Productions

Education / Training Website  
Health Education Lesson Plan Kit (Elementary)

The Horizon Interactive Awards is a prestigious international competition recognizing outstanding achievement among interactive media producers.

In January of each year, the Horizon Interactive Awards receives hundreds of entries from all over the world. A panel of industry professionals, from diverse multi-media, graphic design and marketing backgrounds, review the entries to determine the work that is to be recognized. Entries are given a Gold, Silver, or Bronze designation, and in some cases, honorable mention award distinctions. All Gold winners are eligible for the Best of Category and Best of Show award (the Horizon Interactive Awards highest honor).

### **What They Say About Their Different Approach to Judging**

Because we accept judges from all levels of the interactive media industry and other related fields, it truly is a panel of your peers. These are people that live and work in the industry on a daily basis. No group "think tanks" here... just real creative and qualified people. In addition, end-users and non-designers are also part of the judges panel. This offers a unique perspective not found at any other awards competition. We feel that solutions should be effective... not just fun to look at. Think of it like your own personal focus group!

### **Criteria**

Judges look for the best blend between creativity and functionality. Each entry is judged on the following:

- Solution creativity and originality
- Overall graphic design / appearance / user experience
- Communication of message
- Technical merit
- Effectiveness of solution

Judges may award a project a Gold, Silver, Bronze or Honorable Mention distinction. Awards are given for each category and there may be multiple winners in each category. Only Gold level winners are eligible for the "Best of Show", "Best of Category", and other special awards. There is one winner for the "Best of Show" and other special awards of distinction. There is one winner per category for the "Best of Category" award.

Past Winner's Comment:

*The Horizon Interactive Awards are known as the Oscars in our industry. If your company or project is selected as an award winner, it's a tremendous achievement that can be used by your company to, not only be proud of and display in your lobby, but you should 'tell the world' about your achievement and set your company apart from your competition!*

Mike Mnich, President - CV Media

### **Dr. Hotlist Site of the Week**



The “District Administration: Magazine for K -12 Education Leaders” produces the Dr. Hotlist Site, a “comprehensive guide to Web technologies and online resources that are transforming education and K-12 schools.” Dr. Hotlist is written and compiled by Odvard Egil Dyrli, senior editor of *District Administration* magazine and emeritus professor of education at the University of Connecticut. The site gives educators resources such as:

- Emerging Web Technologies
- Curriculum Hotspots on the Web
- Professional Resources

The site says: “It's probably not surprising that a recent Pew report found that eight of 10 students from 10 to 17 use the Internet to help with their schoolwork. What is surprising is that these same students say their teachers do not use online resources in class, or create assignments that exploit the potential of the Web. The students therefore argue that the nation's multi-billion dollar effort to wire schools and provide high-speed online access is clearly being wasted. For these reasons, DISTRICT ADMINISTRATION presents the annual Curriculum Hot Spots on the Web. The following lists, and the complete guide online at [www.districtadministration.com](http://www.districtadministration.com), includes the latest search tools, lesson plan collections, research sites, sources for online projects, curriculum centers in every content area, media resources and related professional materials. Get your online year off right by sharing this new version with your staff, students and parents, and putting the links on your district Web site.”

## Highlights Teachernet Site of the Week



For almost 60 years, "Highlights for Children" has left an indelible imprint on the hearts and minds of tens of millions of children. It has improved reading skills; it has helped define and develop values like honesty, thoughtfulness and tolerance; and it has entertained and enlightened. *Highlights* is dedicated to helping children grow in basic skills and knowledge, in creativeness, in ability to think and reason, in sensitivity to others, in high ideals and worthy ways of living -- for children are the world's most important people.

To further their mission of helping children, Highlights created Highlights TeacherNet, the "Premier Online Community for K-8 Educators." The online community offers an exciting array of features and resources for the dedicated teaching professional. In addition to exclusive onsite content, the site provides links to thousands of other educational resources. The online community builds on the reputation of a publication with a history of reaching millions of students and teachers around the country. Classroom teachers can share in the web-based community by contributing to a curriculum topic Bulletin Boards or by subscribing to e-mail Discussion Lists. In May, 2006 Highlights Teachernet named the [www.LearntobeHealthy.org](http://www.LearntobeHealthy.org) website as its "site of the week." The [www.LearntobeHealthy.org](http://www.LearntobeHealthy.org) website continues to be listed on the Highlights Teachernet site in the "site of the week" listing.

## Google Grant Award



The Google Grants program supports organizations sharing their philosophy of community service to help the world in areas such as science and technology, education, global public health, the environment, youth advocacy, and the arts.

Designed for 501(c)(3) non-profit organizations, Google Grants is a unique in-kind advertising program. It harnesses the power of the flagship advertising product, Google AdWords, to non-profits seeking to inform and engage their constituents online. Google Grants has awarded AdWords advertising to hundreds of non-profit groups whose missions range from animal welfare to literacy, from supporting homeless children to promoting HIV education. Google Grant recipients use their award of free AdWords advertising on Google.com to raise awareness and increase traffic.

**Non-Profit Innovation Award- 2005, e-Learning initiative (Operations category), 2005  
(Central PA Business Journal)**



The Nonprofit Innovation Awards, a program of the Central Penn Business Journal, serves to recognize and honor local 501 (c) (3) organizations and executives that demonstrate innovation in their daily operations.

An independent panel of judges evaluate the nominations and determine the finalists in each of five categories: Brand Identity/Unique Marketing Campaign, Collaboration, Operations, Programs, and Nonprofit Leadership Excellence.

**Operations Category**

Nonprofit must demonstrate has been innovative in applying technology, policy/procedure changes or other means to achieve greater program or organizational efficiency and effectiveness.

**Criteria**

Each entry is judged on the following criteria:

- a.) How the innovation new and different from past efforts.
- b.) Purpose of the innovation.
- c.) Is it modeled after a program used by another organization?
- d.) How it furthers the mission of the organization.
- e.) Benefits to the community.

Additionally, using a “before and after” comparison, the changes brought by the innovation—the specific and measurable outcomes—and how performance is measured.

- a.) Conditions or situations that serve as the baseline against which the changes are compared.
- b.) Results of the innovation.
- c.) Any unanticipated results in the areas outside those of its design?
- d.) Quantitative outcome of the innovation?

**Potential as a model:** How can the innovation serve as a model that can be replicated or adapted by other organizations?

## USA Today Educators Best Bet



USA TODAY has made a commitment to education that is unparalleled in the industry. The USA Today Education Department has been in existence since 1983. Today, they reach over 30,000 middle and high school classrooms with a daily teaching guide, *Inside USA TODAY*. Lesson plans provide multidisciplinary activities connected to each day's news. USA TODAY relies on a national advisory panel to provide insight into current education trends and issues and guidance on education programs and resources. LearntobeHealthy.org was identified as a “Best Bet for Educators” because it is meeting the needs of educators today. By qualifying as a valuable resource, USA Today has promoted LearntobeHealthy.org through their website, which reaches thousands of teachers and students across the nation.