



## The Missouri School Public Relations Association Communications Contest

The Missouri School Public Relations Association (MOSPRA) invites you to enter the only awards program in Missouri specifically recognizing high quality school publications and materials that promote the mission and message of a school district. The MOSPRA Communications Contest is designed to provide recognition for creative and effective work in school public relations, as well as valuable feedback from public relations professionals.

Each entry will be evaluated and assigned an award category based upon points awarded. In addition, the top entry for each category will be recognized publicly at the fall MOSPRA conference. Public relations professionals from across the state and country will be judging this contest. Valuable feedback from these judges will be provided for all contest entries.

**DEADLINE: July 6, 2015**

### Communications Contest Contacts:

Josey McPhail

Bob Satnan

Stevie Stryker

[mospracontest@gmail.com](mailto:mospracontest@gmail.com)

### Contest Awards:

The entry in each category that is awarded first place will be recognized at the fall MOSPRA conference. In addition, the work will be showcased to all members through the MOSPRA Moment e-newsletter.

In addition to first place being awarded in each category, ALL entries will be assigned an award category based on points received. Point values and categories are below. Those receiving the "Award of Excellence" will be recognized at the fall MOSPRA conference.

**Award of Excellence:** 97-100% of the points possible

**Award of Merit:** 85-96% of the points possible

**Award of Commendation:** 65-84% of the points possible

### Contest Criteria:

Each entry will be judged by a panel of communications professionals that will utilize a rubric designed for each specific category. **This valuable feedback will be provided for all entries.** Please note that certain categories have specific requirements which are listed within the category descriptions. Overall, judges will consider factors such as:

- Writing style and clarity
- How the design supports the message
- Whether the communications tool is appropriate for and effective with its intended audience

**All entries must be accompanied by supporting materials and a one-page summary (single-sided) that clearly demonstrates the four essential steps in all public relations programs:**

1. **Analysis:** Evidence of analysis of need for the program or activity and stated goals of the program or activity.
2. **Planning:** Evidence of planning to address the need for the program or activity.
3. **Execution and Communication:** Evidence that activities, including communications, were carried out as planned.
4. **Evaluation:** Evidence that an evaluation component was included in the development of the plan and carried out. The evaluation must include a way to measure success of the program or activity and evidence of objective evaluation of communication techniques used.

*\*An entry with a summary longer than one single-sided page will not be accepted. Supporting materials must demonstrate the four essential steps listed above. In addition, entries without this supporting document will not be accepted.*

### Entry Rules:

- Entries must have been published after July 1, 2014 and on or before June 30, 2015.
- Student work is NOT eligible.
- All entries must include a one-page summary document and an entry form.
- Each entry must be submitted separately.
- All entries and payment must be received by July 6, 2015.

### How to Enter:

Email (one email per entry) your entry to [mospracontest@gmail.com](mailto:mospracontest@gmail.com) using the following directions:

- Attach the entry form.
- Attach the one-page summary (details in "Contest Criteria" section).
- Attach entry item (or provide URL in the body of the email) and any additional requirements for associated categories
- In the body of the email type your name, district and contest category along with any other specific requirements for associated categories.
- In the subject line list the contest category. Again, please submit ONE EMAIL PER ENTRY.

**All entries and payments must be received by July 6, 2015.**

### Cost and Payment Options:

MOSPRA Members: \$35 for the first entry and \$30 per additional entry.

Non-members: \$50 for the first entry and \$30 for each additional entry.

Mail a check for all entries to:

MOSPRA Communications Contest

c/o Josey McPhail

518 North Hampton

Republic MO 65738

**OR**

Pay online via the Paypal icon on the MOSPRA contest website

([mospra.schoolwires.com](http://mospra.schoolwires.com)).

### IMPORTANT DATES

1st place recipients and award category assignments announced via MOSPRA Moment and other organization channels on **August 31**.

Score sheets will be distributed via email by **September 11**.

Awards will be distributed at the **fall conference in November**.



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## Contest Category Descriptions:

### District Report Card/Annual Report

Annual publication to inform patrons of the district's performance. Please provide a URL address in the body of the entry email or attach a PDF version of your entry to the email.

### Audio/Video up to 10 minutes

A presentation or episode of a single program, podcast or promotional piece that is less than 10 minutes in length. Judging will be based on strategic purpose (identified in the provided summary) and content along with quality. Please provide a URL in the body of the entry email to submit your entry. Another option would be to attach the file to the entry email.

### Audio/Video over 10 minutes

A presentation or episode of a single program, podcast or promotional piece that is over 10 minutes in length. Judging will be based on strategic purpose (identified in the provided summary) and content along with quality. Please provide a URL in the body of the entry email to submit your entry. Another option would be to attach the file to the entry email.

### Electronic Newsletters

External or internal electronic communications that are distributed regularly throughout the school year. Unless an annual publication, two different issues must be submitted to qualify as one entry. Please either submit by converting the e-newsletters into PDF files or by submitting archived URL addresses (preferred) in the body of the entry email.

### Marketing Materials/Special Purpose

#### Publication

Items used to communicate the appealing qualities or explain educational issues of a school, district or program. This is a single piece (multiple piece campaigns would fall under Golden Achievement). Please provide a URL address in the body of the entry email or attach a PDF version of your entry to the email.

#### Magazine

External or internal printed publication that is distributed on a regular basis (quarterly/annually). Unless an annual publication, two different issues must be submitted to qualify as one entry. Please include URL addresses for the archived versions of these issues or attach PDF versions to the entry email.

#### Photo/Photo Series

Single photo or photo series taken by an employee for publication. Please submit digital .jpeg images using the entry email. In addition, please provide a URL address or PDF file of the publication in which they were used.

#### Website

Submit the URL address of your website's main page in the body of the entry email. Your district's home page will be the only page evaluated. Ease of navigation, visual appeal, content and timeliness will be among the characteristics reviewed.

#### Social Media

Submit the URL address of your district's social media account in the body of the entry email. Only district level social media accounts will be accepted, no individual building accounts please. Postings during the following time periods will be used to judge this category: September 1-15, January 19-30 and April 20-30.

#### Writing

Op-ed pieces, editorials, releases or individual articles published online or in printed publications. Submit a URL address for the archived piece in the body of the entry email or attach a PDF file to the email.

### App

Submit the name of your district app in the body of the entry email and indicate the availability to download using various providers. Only district level apps will be accepted, no individual building apps please. Content, structure and navigation will be among the characteristics reviewed.

### News Media

A single education related article or broadcast demonstrating a fair, accurate and objective view thus maintaining a high degree of journalistic professionalism. The piece increased public understanding of the subject and produced a discernible response. Submit a URL to the archived story in the body of the entry email or attach a PDF version of the article to the entry email.

### Golden Achievement Award

The Golden Achievement Award recognizes best practices as demonstrated by a single public relations effort, program, event or campaign. It includes the use of multiple strategies and communication methods.

Examples of potential entries include:

- Back-to-school orientation programs
- Support materials for a bond/levy campaign
- Staff/student recognition program
- Marketing campaign
- Community involvement program
- Anniversary celebration
- New building promotion and ribbon cutting

Please attach all pieces of the campaign to the entry email in PDF form OR include URL addresses for archived versions of the materials. In the body of the email, and in the summary document, please list all of the pieces of the campaign you are submitting.

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