

## 2010

# School Communicators: Earn the Recognition You and Your District Deserve

- *Communications Contest*
- *Outstanding Superintendent Communicator Award*
- *Gold Medallion Award*

### **Who can enter?**

#### **MSPRA Members**

Open to individual MSPRA members.  
(MSPRA membership is by individual, not by district.)

#### **Non-members**

Please call MSPRA at (517) 327-5910 if you are unsure  
of current membership status.

**For Contest Entry Information Visit: [www.mspra.org](http://www.mspra.org)**

#### **Notification of contest results**

In the Fall of 2010, entrants will receive completed  
evaluations and written confirmation of contest results.  
Primary entrants will receive certificates for all involved  
in their winning project(s).



**Don't forget!** Your entry can also be submitted for the NSPRA Award Programs.  
Check [nspra.org](http://nspra.org) for rules and deadlines.

*For entries produced between July 1, 2009 and June 30, 2010*

**DEADLINE:** Entries must be postmarked by July 9, 2010

[www.mspra.org](http://www.mspra.org)

# 2010 Communications Contest Rules

## Submitting entries

- All entries **MUST BE POSTMARKED BY JULY 9, 2010**.
- You may submit as many entries as you like. (If you are submitting multiple entries, please send all entries in one package with one payment form, if possible.)
- **Submit three sets of “original copy” of each entry.** Each set should include the MSPRA Entry Form. Entries cannot be returned.
- Please, no student-produced entries unless part of a broader building or district communications project.
- All contest entries are judged on their own merits. Entries are judged against MSPRA standards in all categories. Entries do not compete against each other. A score of 1 – 5 is used to evaluate each of the criteria in the categories and in overall effectiveness. (See below for entry criteria and judging information.)

## Entry criteria & judging information

- **Annual report** entries will be judged on purpose, message, overall readability, content, appearance, balanced use of graphics and text, concise writing, and organization of information.
- **Electronic and Interactive Media** (e.g., Podcasts, Blogs, Webcasts) entries should be submitted as follows: for Podcasts submit an audio CD, created to auto-play at the appropriate spot; for Blogs, submit a printed 8.5” x 11” color screen download of the Blog and the actual URL address; and for Webcasts, record the Webcast as a video and submit the entry as a CD/DVD (created to auto-play at the appropriate spot). Entries will be judged on product quality, content, and appeal.
- **Electronic Publication** entries (e.g., e-newsletter) may include several issues of a periodical. Two or more issues will be judged together as one entry. Submit an 8.5” x 11” color print of the e-publication’s front page and include a URL address for publication’s review. Entries will be judged on concise writing, ease of use, creativity, use of media, and overall effectiveness.
- **Photography** entries will be judged on composition, message conveyed, appropriate use, and creativity.
- **Project or Program** entries will be judged on content, appeal, focus/clarity, and whether stated project objectives were met.
- **Publication** entries may include several issues of a periodical. Two or more issues will be judged together as one entry. Entries will be judged on readability, content, appearance, grammar/punctuation use, creativity, style, organization, and how well the message is defined.
- **Video or Audio** entries can be of any length, however, judges are able to view or listen to **no more than five minutes** of a submitted video or audio project. When a video contains multiple spots, as in a campaign, include a navigation tool. Entry should be submitted in DVD format and queued up to auto-play at the appropriate spot. Audio project entries should be submitted in CD format and created to auto-play at the appropriate spot. All video/audio entries will be judged on product quality, content, and appeal.
- **Writing** (speech/article) entries will be judged on correct grammar/punctuation usage, organization, style, and overall delivery of message.
- **Web site** entries must submit a URL address. (URL should not require any user name or password access.) In addition, submit a printed 8.5” x 11” color screenshot of the home page. Entries will be judged on writing, content appeal, up-to-date information, creativity, ease of use, navigation, content for media, effective use of color/graphics, design, and overall appearance and effectiveness.

For all entry submissions, the entry is subject to disqualification if specified criteria are not followed.

## Project title

Print or type the title as you would like it to appear on the certificate (please remember text length constraints).

## Recognize those who made it happen

Each entry is submitted by one “primary” entrant. Two additional names/titles are allowed so those who created or directly supervised production of the project receive appropriate credit. All receive certificates and appropriate publicity.

## Payment

Entry fee is \$25 per entry for MSPRA members; \$35 for non-members. One check, money order or credit card payment may be provided for multiple entries. It is not necessary to submit individual checks for each entry. A check, money order, or credit card\* payment must be enclosed. If you are submitting multiple entries, please send all of your entries in one package, if possible. (\*MasterCard, VISA, and school purchasing cards are accepted.)

## Judge selection

Judges are selected based on their expertise in the areas of marketing, communications, advertising, electronic media, graphic design, and photography. The panel of judges will be industry professionals and school communicators.

## Judges will evaluate entries using the following overall criteria as well as specific criteria for each category:

- Is the entry well written?
- Are the goals and objectives well defined?
- How does the entry demonstrate strategic thinking?
- How does the entry demonstrate creativity and/or originality?
- Does the delivery channel effectively serve the target audience(s)?
- How effectively and cost-effectively was the entry executed?
- How fully does the entry meet its stated objective?
- What are the achieved results?

# 2010 Communications Contest Rules



## ENTRY FORM

(online form also available at [mspra.org](http://mspra.org))

Please review rules on page 1.

### 1. Submit **three "original sets"** (each including a completed Entry Form) for each entry by July 9, 2010.

#### 2. Type of entry

- Individual PA 25 Annual Report
- Compiled PA 25 Reports (judged as one package)
- Electronic Newsletter
- Photography
- Project or Program (i.e., millage campaign)
- Publication
- Non-PA 25 Annual Report
- Video (VHS or DVD format) or Audio (cassette or CD)
- Writing (speech/article)
- Web site
- Electronic and Interactive Media (e.g., Podcasts, Blogs/ Webcasts)

#### 3. Title of submitted entry (please print or type)

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#### 4. Primary person who created the entry

Name \_\_\_\_\_

Title \_\_\_\_\_

District/Organization \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone (with Area Code) (\_\_\_\_\_) \_\_\_\_\_

- Check here if this submission was created by an external designer or organization.

Additional persons (names and titles):

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#### 5. Type of agency submitting entry (check one)

- School district
- Individual school
- State/intermediate agency
- Education association
- Business partner

### 6. Project summary

A concise summary of objectives, strategies, and end results – using the R.A.C.E. (rationale, analysis, communication, evaluation) formula – is requested for each entry. Additionally, please include information regarding quantity, distribution, and project cost along with your sample material. Judging will be based in part on how well your entry fulfills your stated objectives. **ALL PROJECT SUMMARY INFORMATION MUST BE INCLUDED ON THE ENTRY FORM.** (AN ONLINE FORM IS AVAILABLE AT MSPRA.ORG) DO NOT ATTACH ADDITIONAL PAGES.

Please provide an answer in each of the categories below.

Project objectives (Describe using R.A.C.E. formula): \_\_\_\_\_

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Strategies: \_\_\_\_\_

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End results: \_\_\_\_\_

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Quantity: \_\_\_\_\_

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Distribution: \_\_\_\_\_

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Project cost: \_\_\_\_\_

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### 7. URL address (if Web site or Blog entry)

**Payment Form on back of brochure**

# MSPRA Outstanding Superintendent Communicator Award

## For Superintendents

This award from the Michigan School Public Relations Association annually recognizes a practicing superintendent of schools or CEO of an education agency, service center, or intermediate unit for outstanding leadership in school public relations and communications.

## Procedures

1. MSPRA sends this entry form for the Outstanding Superintendent Communicator Award to all MSPRA members.
2. Each member may submit one entry for the award. Only members may submit nominations.
3. All entries must use the Official Entry Form and include the following: Statement of Nomination (not to exceed two one-sided pages), biographical sketch, one letter of nomination. Up to six one-sided pages of additional documentation (e.g., newspaper columns, employee communications, etc.) may be enclosed. **Five sets of nomination paperwork must be received at MSPRA offices by July 9, 2010.** Entries that do not follow these procedures will be disqualified.
4. A selection committee comprised of two MSPRA executive board members, one MSPRA member, and a current or former superintendent will be appointed by the MSPRA president.
5. The award will be presented at the Annual MSPRA Conference. MSPRA will provide complimentary conference registration plus two night's lodging, double occupancy, for the award winner.

## Criteria

1. The nominee must be a current superintendent or CEO of a public school district or education agency.
2. Consideration for the nomination will include demonstrated evidence of the following:
  - a) The superintendent demonstrates the value of a year round, ongoing program of internal and external communications.
  - b) The superintendent supports communications by allocating a portion of the budget to the program and providing staff and board training.

## Criteria, continued...

- c) The superintendent works closely and in a strategic way with the district's communications professional(s).
- d) The superintendent practices communication management techniques such as empowering staff, working with the community, interacting with the media, and building partnerships with other entities.
- e) The superintendent demonstrates excellent personal communication skills such as ethics, honesty, openness and good listening skills.

## To enter, please return the following:

- Official Entry Form (page 4)
- Typed "Statement of Nomination" indicating why the nominee should be considered, based on the criteria listed for this nomination category (limited to two single-sided pages).
- Brief biographical sketch of the nominee (limited to one single-sided page).
- One Letter of Nomination (limited to one single-sided page)
- Additional Documentation (limited to six single-sided pages)
- One original of the entry materials and four copies of the completed entry.
- A check (purchase orders are not accepted), money order, or credit card payment in the amount of **\$40**, made payable to MSPRA, for the entry fee.
- Judges will review a maximum of eleven single-sided pages per entry (total page count includes entry form). Entries that exceed the total page count will not be reviewed in their entirety.

## Deadline: July 9, 2010

## Send entries to:

MSPRA  
1001 Centennial Way, Suite 300  
Lansing, MI 48917-9279

TIP! You may also want to nominate your "Superintendent Communicator" for the annual NSPRA *Bob Grossman Leadership in School Communications Award*. (Due April 1<sup>st</sup> yearly). [www.nspr.org](http://www.nspr.org)

# 2010 MSPRA Outstanding Superintendent Communicator Award

## ENTRY FORM

(online form also available at [mspra.org](http://mspra.org))



Name of Nominee:

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Title:

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Organization:

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Address:

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Phone Number:

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Is the nominee a member of MSPRA?

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Years in present position:

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Nominated by:

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Title:

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Organization:

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Address:

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Phone Number:

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### Please include:

- Completed Entry Form
- Typed "Statement of Nomination" indicating why the nominee should be considered, based on the criteria listed on this nomination form. (limited to two single-sided pages)
- Brief biographical sketch of the nominee (limited to one single-sided page).
- Letter of Nomination (limited to one single-sided page)
- Additional Documentation (limited to six single-sided pages)
- One original and four copies of the complete entry.
- A check (purchase orders are not accepted), money order, or credit card payment in the amount of **\$40**, made payable to MSPRA, for the entry fee.

### Deadline: July 9, 2010 (postmarked)

### Send entries to:

MSPRA  
1001 Centennial Way, Suite 300,  
Lansing, Michigan 48917-9279

### News Release:

Please list no more than three (3) recipients (e.g., media, board president). Releases cannot be sent to incomplete addresses.

1. \_\_\_\_\_

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2. \_\_\_\_\_

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3. \_\_\_\_\_

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# MSPRA Gold Medallion Award

MSPRA's Gold Medallion Awards recognize outstanding programs or projects that advance responsible school communications.

Entries may come from public and private schools, education groups, regional MSPRA groups, and any public relations agency or private business serving such education entities.

MSPRA Gold Medallion Awards will be given to winning entries selected annually by the competition judges. Winners will be recognized and presented with their MSPRA Gold Medallion Award at the MSPRA State Conference.

## Guidelines

A planned presentation is necessary, submitted in a notebook (see details under "Rules") organized in the logical order of Assessment, Planning, Communication and Evaluation.

Your entry will be judged on clarity of concept, good writing and evidence of objective evaluation of your project/program. Judges are experienced school public relations professionals.

## Rules

The 2010 competition is open to any project or program completed between July 1, 2009 and June 30, 2010. Your project must be submitted in a three-ring hard-cover, stiff-spine binder to accommodate 8.5" x 11" material no more than 3" thick. Put nothing on the cover. Place the entry form inside the binder.

The first two pages of the project should be entitled "Project Summary" and are the most critical components of the entry. Organize your summary carefully around the areas that the judges will evaluate on a point scale. These include:

- **Assessment** - Evidence of the need or problem must be described and project goals must be stated and measurable.
- **Planning** - Identified target audiences, involvement of others in the planning, and variety of communication channels considered and used.
- **Communication** - Timelines for the project, variety of communication techniques used, and quality of written and graphic materials.
- **Evaluation** - Evidence of a planned, objective evaluation that documents accomplishing the stated goals, communication techniques used and changes, if any, that will be made when repeating projects.

When selecting materials to be included in your presentation, use only those materials that best illustrate the major components of the project: news releases, brochures, clippings, photos, etc. Do not submit three-dimensional objects such as T-shirts or lapel pins. Photos of objects are acceptable.

One-of-a-kind material should be duplicated for inclusion in the notebook. All Gold Medallion entry materials may be retrieved at the conclusion of the MSPRA Conference. Entries not picked up at the Conference cannot be returned.

## Entry Fee

Fee is **\$25** per entry for MSPRA members; **\$100** for non-members. Send a check, money order, or credit card payment payable to MSPRA. Purchase orders or vouchers cannot be accepted.

## Complete the Entry Form on the following page and mail with entry and payment to:

MSPRA  
1001 Centennial Way, Suite 300  
Lansing, MI 48917-9279

## Entry Deadline: Entries must be postmarked by July 9, 2010.



# 2010 MSPRA Gold Medallion Award

## ENTRY FORM

(online form also available at [mspra.org](http://mspra.org))



Please review rules on facing page.

**1. Submit only one copy with completed form for each entry by July 9, 2010.**

**2. Title of submitted entry** (please print or type)

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**3. Primary person who created the entry**

Name \_\_\_\_\_

Title \_\_\_\_\_

District/Agency/Organization \_\_\_\_\_

Number of PR staff \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone (with Area Code) (\_\_\_\_\_) \_\_\_\_\_

Check here if this submission was created by an external designer or organization

Additional persons (names and titles):

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**4. Type of agency submitting entry** (check one)

- School district
- Individual school
- State / intermediate agency
- Education association
- Business partner

**5. News release recipients** (complete address)

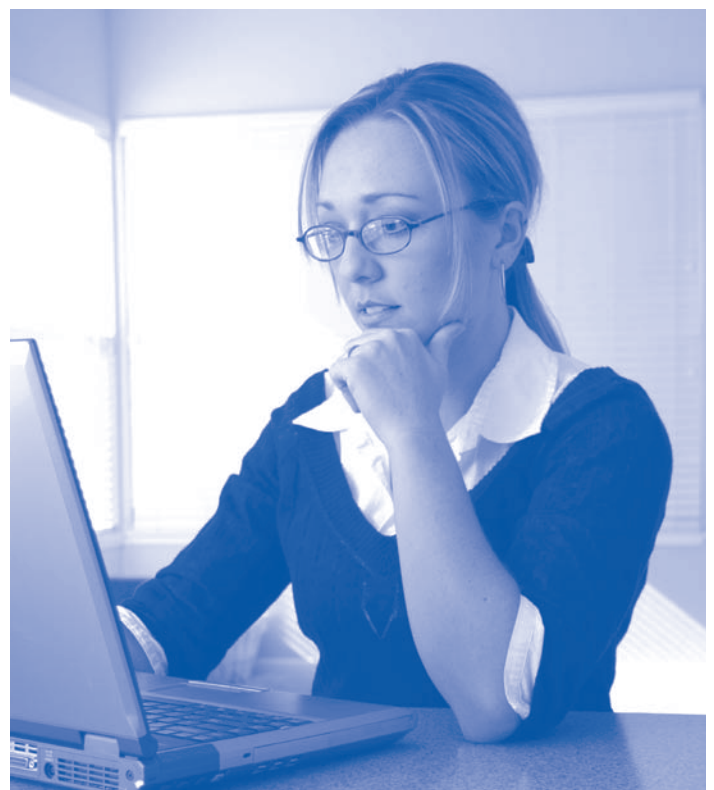
Please list no more than three (3) recipients (e.g., media, board president, superintendent). Releases cannot be sent to incomplete addresses.

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

**Payment Form on back of brochure**



## 2010 Communications Contest

*An opportunity for recognition*

The MSPRA Communications Contest recognizes and promotes quality school district communications in Michigan.

### Anyone involved in school PR may enter

The contest is open to anyone in educational public relations. Membership in NSPRA or MSPRA is not required for entry, although MSPRA members receive a membership discount for each entry.

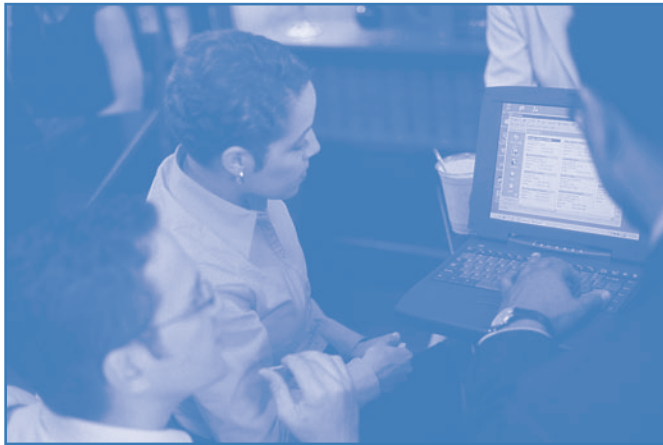
### Enter 2009-2010 school year products

Any publication, electronic media, or project or program produced between July 1, 2009 and June 30, 2010.

### Two levels of awards presented

Awards are given in two categories:

- Distinguished
- Commendable



### Winners are recognized in several ways

- **CERTIFICATES** are presented for entries judged Distinguished or Commendable. All winners receive appropriate certificates and all entrants will be notified of contest results.
- **CAMERA-READY "WINNER" PASTE-UP:** Each winning entry will receive a sheet of camera-ready notices for placement in the following year's publication(s) of the winning project.
- **NEWS OF YOUR SUCCESS SHARED WITH PR PROFESSIONALS AND THE MEDIA** - A list of the winners is made available to MSPRA members through the MSPRA Web site and the listserv. Winning publications and electronic media entries are displayed at the MSPRA Annual Conference. News releases are sent to media outlets winners have designated.

### An opportunity for fine-tuning

In addition to a numeric score, the teams of judges provide valuable comments for all entries. Many contest entrants have used comments from the previous contests to make their project a winner.

### Special offer for first-time contestants

Your second entry in the 2010 Communications Contest is free!

**TIP!** You can also submit your 2010 MSPRA contest entries to the 2010 NSPRA Communications Contest. Go to [www.nspr.org](http://www.nspr.org) for contest rules and deadlines.

### Entry Payment Form

Submit this completed form along with payment and all entries in one package. Send ONE check, money order, or credit card payment for all entries, payable to MSPRA. Purchase orders or vouchers cannot be accepted.

Enter number of entries being submitted:

- |                                      |                               |                                    |
|--------------------------------------|-------------------------------|------------------------------------|
| _____ Individual PA 25 Annual Report | _____ Project or Program      | _____ Writing                      |
| _____ Compiled PA 25 Annual Report   | _____ Publication             | _____ Web Site                     |
| _____ Electronic Newsletter          | _____ Non-PA 25 Annual Report | _____ Electronic/Interactive Media |
| _____ Photography                    | _____ Video or Audio          | _____ Golden Medallion             |
|                                      |                               | _____ Outstanding Superintendent   |

### I am enclosing a:

- Check       Money Order       Credit Card Payment

TOTAL CREDIT CARD, CHECK OR MONEY ORDER \$ \_\_\_\_\_

Credit Card #: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Signature: \_\_\_\_\_

Member #: \_\_\_\_\_

Required for member price. To verify your MSPRA memberships, call (517) 327-5910.