



MSPRA Gold Medallion

OFFICIAL CONTEST ENTRY FORM

MSPRA Gold Medallion Awards recognize outstanding programs or projects that advance responsible school communication.

Title of submitted entry:

Name of person(s) who primarily produced the entry:

Title of person(s) who primarily produced the entry:

Member of MSPRA: YES NO

Member of NSPRA: YES NO

District/Organization:

Address:

City:

State:

Zip:

Phone number with area code:

Email address:

Additional person(s) who contributed to this entry (names and titles):

Check all that apply:

Submission was created by an external designer or organization

Type of agency submitting entry (check one):

School District

Individual School

State/Intermediate Agency

Education Association

Business partner news release recipients (include complete U.S. mail or email address):

Please list no more than three (3) recipients (e.g. media, board president, superintendent) with complete addresses:

2018 Gold Medallion Award Contest Rules Overview:

MSPRA Gold Medallion Awards recognize outstanding programs or projects that advance responsible school communication. 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. The contest is open to NSPRA or MSPRA members. MSPRA Gold Medallion Awards will be given to winning entries selected by the competition judges. Winners will be recognized at the MSPRA Annual Conference. Winners will be presented with their MSPRA Gold Medallion Award at a school board meeting. Entries must be presented electronically (see details below) and organized in the logical order of Research, Planning, Implementation and Evaluation. Submit one PDF for each entry. Each entry will be judged on clarity of concept, good writing, and evidence of objective evaluation of the project/program. Judges are experienced school public relations professionals.

Rules:

The competition is open to any project or program completed between July 1 and May 15. The entry (maximum six pages including attachments—links preferred) must be submitted by May 18, 2018, as a PDF with associated links to mspraboard@gmail.com with subject line: *Gold Medallion Award Entry*.

The first two pages should be entitled, *Project Summary*, and are the most critical components of the entry. Summarize objectives, strategies, and end results using the RPIE (research, plan, implement, evaluate) process for each entry. Also, include information on quantity, distribution, and project cost along with sample material. Judging will be based in part on how well the entry fulfills the stated objectives.

ALL PROJECT SUMMARY INFORMATION MUST BE INCLUDED ON THE ENTRY FORM. Summaries should be organized carefully around the areas that the judges will evaluate. These include:

Research - 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

Implementation - 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 accomplishment of the stated goals, communication techniques used, and changes, if any, that will be made when repeating projects

When selecting materials to be included as links or attachments (total entry not to exceed six pages), use only those materials that best illustrate the major components of the project (e.g. news releases, brochures, clippings, photos, photos of 3-D objects, posts, etc.).

2018 Gold Medallion Award Contest Project Summary:

(Two pages maximum. Total entry with attachments not to exceed six pages.) Summarize objectives, strategies, and end results using the RPIE (research, plan, implement, evaluate) process for each entry. Include information on quantity, distribution, and project cost along with sample material. Judging will be based in part on how well the entry fulfills stated objectives. ALL PROJECT SUMMARY INFORMATION MUST BE INCLUDED ON THE ENTRY FORM.

Objectives: (Describe using RPIE steps)

Strategies:

Results:

Quantity:

Distribution:

Cost:

URL address: (for website, blog, or social network)