Missouri School Public Relations Association

2023 Communications Awards

ABOUT THE PROGRAM

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. Those earning Awards of Excellence will be recognized publicly at the MOSPRA Fall 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.

Contest Awards

All entries will be assigned an award category based on points received. Point values and categories are noted below. Those receiving the Award of Excellence will be recognized at the MOSPRA Fall Conference. In addition, the work will be showcased to all members through the MOSPRA Update e-news.

Award of Excellence: 95% to 100% of the points possible
Award of Merit: 82% to 94% of the points possible
Award of Commendation: 65% to 81% of the points possible

Contest Criteria

Each entry will be judged by communications professionals who 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

Some categories will require supporting materials and a one-page summary (single-sided) that clearly demonstrates the four essential steps of all public relations programs:

Research: Evidence of analysis of need for the program or activity and state goals of the program or activity
Planning: Evidence of planning to address the need for the program or activity
Implementation: Evidence that activities, including communications, were carried out as planned
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.

Entry Rules

- Entries must have been published after July 1, 2022, and on or before June 30, 2023
- Student work is NOT eligible
- All entries must include an entry form
- Each entry must be submitted separately
- **All entries and payment must be received by July 28, 2023**

How to Enter

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

- Attach the entry form.
- Attach the one-page summary, if required (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 of the email, list the contest category. Again, please submit ONE EMAIL PER ENTRY.

All entries and payments must be received by July 28, 2023.

Contest Categories

District 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.

Video (2 categories: 1-person shop and multi-person department)

A single video (If part of a series, select one episode. Full series can be entered in Golden Achievement.). 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.

Marketing Materials/Special Purpose Publication

Items used to communicate the appealing qualities or explain educational issues of a school, district or program. This would include district magazines and electronic newsletters. 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.

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 13-25, January 10-22 and April 18-30**

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.

Golden Achievement Award (2 categories: 1-person shop and multi-person department)|

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. Requires a one-page summary document outlining the effort's purpose and goals. RPIE will be a foundation of the judging process (see "Contest Criteria").

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.

Cost and Payment Options

$35 for the first entry and $30 for each additional entry

To pay for your submissions, please visit https://mospra.memberclicks.net/ and click on the Events tab. You will see that you may pay for your initial and any subsequent submissions. You will have the option to pay via credit card or have an invoice sent to you and pay by check. The invoice will note the address to send the check:

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Communications Awards Chairs

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Samantha Fitzgerald: FitzgeraldSa@parkhill.k12.mo.us

Send entries to mospracontest@gmail.com