



Missouri School Public Relations Association

2024 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. School public relations professionals from across the 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. 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

The Golden Achievement categories 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, 2023, and on or before June 30, 2024
- Student work is NOT eligible, nor is work by outside vendors/contractors
- Each entry must be submitted separately
- All entries and payment must be received by July 26, 2024

How to Enter

- Go to <https://nspra-communications.secure-platform.com>
- Upload entry item (or provide URL) and any additional requirements for associated categories
- For Golden Achievement entries, include the one-page summary

All entries and payments must be received by July 26, 2024.

Contest Categories

MOSPRA is pleased to offer an exceptionally strong and comprehensive Awards Program. This year, we are making two changes to improve member experience. First, we have worked to better align our categories with NSPRA's communications awards program. Second, we will use the Open Water evaluation software which will streamline the work of our judges and provide consistent feedback for member submissions.

Newsletter

External or internal, published periodically. **TWO** different issues of the newsletter must be submitted to qualify as one entry. Links to additional issues may be submitted, but are optional. Print or digital.

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 a provided summary) and content along with quality. Please provide a URL to access the video, rather than a file upload.

Marketing Materials/Special Purpose Publication

Items used to communicate the appealing qualities or explain educational issues of a school, district or program. External or internal booklet, brochure, poster or material not included in other categories.. This is a single piece (multiple piece campaigns would fall under Golden Achievement). Please provide a URL or attach a PDF version of your entry.

Social Media

Social media communication campaign or collection of posts that effectively use social media for awareness, fundraising, enrollment drives, or other strategic objectives. Upload a one-page explanation that includes the following: overview/purpose of the campaign/posts; links to the social media content; relevant analytics that demonstrate the level of engagement with the social media content; and description of the outcomes achieved.

Writing

One article from a newsletter, newspaper op-ed piece, website, editorial or speech. Length of 500 to 5,000 words. Submit only the relevant article, not an entire publication. Submit ONE article per entry.

Photo

An image that effectively tells a story, captures significant moments or conveys the ethos of a school community. Submit ONE photo per entry.

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 combine all pieces of the campaign in PDF form OR include URL addresses for archived versions of the materials. In the body of the summary document, please list all 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:

MOSPRA
Executive Director
Missouri School Public Relations Association

3550 Amazonas Drive
Jefferson City, MO 65109

Communications Awards Chairs

Bob Satnan: satnanb@sedalia200.org

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

Send questions to mospracontest@gmail.com