

# CALL FOR ENTRIES

## OKSPRA 2009

**Publication & Communications Contest**



Sponsored by the  
Oklahoma School Public Relations Association (OKSPRA), an affiliate of the  
National School Public Relations Association (NSPRA)

# OKSPRA 2009 PUBLICATION & COMMUNICATIONS CONTEST

This contest recognizes outstanding communications efforts of school public relations professionals across the state. Entries are mailed in from individual school districts, technology centers, colleges and education-related agencies and organizations.

Consistently, winning entries represent the rich diversity that characterizes education in Oklahoma. Winners are from large urban districts, to small rural schools; from large staffs with healthy budgets, to one-person shops with limited resources. All winners demonstrate, and the judges confirm, the creativity, originality and unique approaches to problem solving that are the keys that set our winners apart.

## DIVISIONS

**Guidelines & Restrictions.** To ensure full access to the OKSPRA Publications and Communications Contest by those with limited resources, the award divisions are split into two divisions.

### DIVISION A

- School districts with 10,000 or more students, Oklahoma Technology Centers, institutions of higher education, state agencies, and other non-profit organizations.

### DIVISION B

- School districts with less than 10,000 total students.

## DOS & DON'TS

**Do** send entry fees (or PO's) at time of submission.

**Do** send an entry form for each entry.

**Do** follow all special instructions.

**Do** send one copy of print entries.

**Don't** tape or staple forms to entries.

**Don't** mount brochures.

## CONTEST WINNERS

The winners are announced at the OKSPRA Conference awards banquet at Quartz Mountain April 22; winners are notified one week prior to the conference. Tickets to the **banquet only** are \$20, and may be purchased through OKSPRA Treasurer Molly Helm at (580) 242-2750 or mhelm@autrytech.com.

All those submitting entries are encouraged to bring additional samples to the conference to share ideas with professional peers.

## WHO, WHAT, WHEN, WHERE?

**Who may enter:** The creative effort (e.g., concept, copy, layout, program, photography) must have originated from a public school district, an Oklahoma Technology Center, an institution of higher education, a state agency or a non-profit entity related to education. Student work is not eligible for competition.

**What to Enter:** Entries must have been published, broadcast, displayed and used between January and December 2008. Entries must be new designs or publications for that entry year. **A contestant may submit a maximum of four entries in any one category.**

**Award Categories:** Awards of Excellence and Awards of Merit are available for each category.

**Entry Fees:** OKSPRA members pay \$20 per entry. Non-members pay \$25 per entry. Send entry fees only at time of submission. Place check (or purchase order) payable to OKSPRA in separate envelope and attach to entry/entries. Personal checks are accepted.

**Judging:** Judging is conducted by independent outside judges or fellow NSPRA members, to evaluate entries in terms of how it meets the award criteria and follows entry rules. Publications are judged on excellence of graphic photography, layout and design, writing, and content. Electronic media are judged for professional quality, effective communication, sound, color, and motion.

**Entry Deadline:** Entries must ARRIVE by **Friday, February 20, 2009.** Those submitting OKSPRA entries must be a designated OKSPRA member, or will otherwise be charged the non-member entry fee.

**Mail to:** Anna Trowbridge, APR  
Media & Creative Coordinator  
Moore Norman Technology Center  
PO Box 4701  
Norman, OK 73070-4701

Phone: (405) 364-5763, ext. 7575

Email: atrowbridge@mntechnology.com

**Inscriptions:** The Award of Excellence and the Award of Merit will be inscribed with the **entrant's name** and organization designated on the entry form. In the case of multiple creators/authors, additional awards bearing those names may be obtained at an additional cost to the winner. (See entry form.)

# CATEGORIES

## Annual Report

Published once a year to summarize organization's financial outlook and activities.

## Brochure/Pamphlet 1-2 color

No specific guidelines/restrictions.

## Brochure/Pamphlet 3-4 color

No specific guidelines/restrictions.

## Calendar/Schedule/Catalog (1-2 color)

Containing general information and specific dates for school and community activities; issued to parents, students and others.

## Calendar/Schedule/Catalog (3-4 color)

Containing general information and specific dates for school and community activities; issued to parents, students and others.

## Print Newsletter (1-2 color)

External or internal, published periodically. Submit two or more consecutive issues to qualify.

## Print Newsletter (3-4 color)

External or internal, published periodically. Submit two or more consecutive issues to qualify.

## Electronic Newsletter, E-zine or Other Electronic Publication

External or internal, published periodically. Submit two or more consecutive issues to qualify. Submit paper copies or complete files on a single CD.

## One-Time Publication (1-2 color)

This category may include special purpose postcards, booklets, posters, feature articles, general news stories, folded covers, outdoor or print PSAs.

## One-Time Publication (3-4 colors)

This category may include post cards, feature articles, general news stories, folded covers, outdoor or print PSAs.

## One-Time Project

This category may include special events, a newly developed campaign, a government or community-relations project, or a media success story.

## Advertisement/Billboard (B&W or Color)

Submit in print form. 8x10" preferred. Mount on foam core/posterboard. Attach a statement on how the ad was used to back of poster.

## Image/Identity Package

Logos, stationery and other graphic treatments for a package of materials; judged for creativity, consistency, unity, design, clarity and overall image. Submissions must include three or more printed pieces to qualify as a package. Send only printed pieces or photos of other collateral.

## Radio

May be a PSA or a radio program produced by the institution. Submit on CD. One entry per CD. CDs must have a self-adhesive label attached containing the name of institution, title and length of entry.

## Video/Audio Program

- **Presentation or episode** - each entry limited to a single program, presentation or episode per tape, DVD or CD.

- **Public Service Announcements** - Promotional announcements for use on TV, radio or the Internet. Each entry limited to one PSA or PSA series fro a single campaign.

## Internet/Intranet Website

Include your website's Internet address on your entry form. Entries are judged on clarity of writing, appropriateness and freshness of content, graphic presentation, ease of use and download time. Special purpose or short-term project web sites are accepted. Intranet entries much include password or other log-in information for judging. One site per entry.

## Interactive/Multi-Media Presentation

Anything designed for large or small audience or individual participation (i.e.: interactive CD, PowerPoint or web site). Submit sample or web address, multimedia requirements for audience (software requirements) and a statement on how project was used.

## Excellence In Writing

One article from a newsletter, newspaper op-ed piece, editorial or speech, 500-5,000 words in length. Entries are judged for clear, concise and vibrant writing ONLY; graphics are not a factor in this category. Only send relevant article - not entire publication.

## Before & After

Submit sample of original piece and new version.

## Shoe String Budget

Low budget idea. Include a copy of the idea, and a description and cost breakdown.

# Official 2009 Entry Form

## OKSPRA Publication & Communications Contest

Entry fee or purchase order must accompany form. • No tape or staples attached to entries.  
Fill out both sides of this form.

Category \_\_\_\_\_ Division A  B

Title of Entry \_\_\_\_\_

Person Submitting Entry \_\_\_\_\_

Person's Title \_\_\_\_\_

OKSPRA Member: Yes  No

Organization \_\_\_\_\_

Address \_\_\_\_\_

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

Phone (\_\_\_\_\_) \_\_\_\_\_

E-mail Address: \_\_\_\_\_

Total entries institution is submitting \_\_\_\_\_ Total remittance enclosed \$ \_\_\_\_\_

Name to appear on award (If different from person submitting entry)

Name \_\_\_\_\_ OKSPRA member Yes  No

NOTE: Initial award is free unless an OKSPRA member paying a member fee requests a non-member's name to appear on the award. A \$20 charge will be assessed in such instances.

If additional awards are required, list names to appear on them.

Name \_\_\_\_\_ OKSPRA Member Yes  No

Name \_\_\_\_\_ OKSPRA Member Yes  No   
(Additional awards cost \$20 each)

### Mail Entries To:

Anna Trowbridge, APR  
Media & Creative Coordinator  
Moore Norman Technology Center  
PO Box 4701  
Norman, OK 73070-4701

FAX (405) 360-9989

(Judges' Use) DATE RECEIVED \_\_\_\_\_

# Official 2009 Entry Form

## • Project Overview •

*This part of the Official Entry Form is critical to the judges' scoring process*

Category: \_\_\_\_\_ Division A  B

Title of Entry: \_\_\_\_\_

Project Overview: *[Brief description of the entry & purpose]* \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Primary Target Audience: \_\_\_\_\_

Secondary Audience: *[If applicable]* \_\_\_\_\_

Goals of Project: \_\_\_\_\_

\_\_\_\_\_

List Research Conducted for Needs/Goals of Project: \_\_\_\_\_

\_\_\_\_\_

How was Project Communicated/Presented to Audience? \_\_\_\_\_

\_\_\_\_\_

Other Communication/Strategies Used: \_\_\_\_\_

\_\_\_\_\_

Project Budget: \_\_\_\_\_

Production: In-house  Outside Agency/Individual  Combination

Provide an overview of the Project's development including specific responsibilities for all involved, time lines, etc.: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

What are the specific and/or measurable objectives of the project? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Results of the project: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_