

Be Part of Georgia's Favorite Talent Contest...



2011 Publication, Photography & Electronic Media Awards



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2011 GSPRA Publications, Photography & Electronic Media Contests

Each year, the Georgia School Public Relations Association acknowledges school PR pros who demonstrate exceptional communications skills by producing outstanding publications, photography and electronic media. This evaluation program is designed to provide recognition and professional support for those who do great work in communicating with parents, staff, the media, community members, business partners and other specialized publics. **Special note: R.D. Harter, Director, Public Information, Dougherty County Schools, will be assuming management of the contest in 2012 and will be assisting this year.**

How to Enter

These contests are open to any school, school system, post-secondary institution, educational agency, or education-related association. Materials must have been produced between July 1, 2010 and June 30, 2011.

Eligibility

1. Provide ONE sample of each publication.
2. Attach a COMPLETED entry form to each entry.
3. Include ONE check or money order payable to GSPRA (not the Georgia Partnership) to cover all entries. The entry fee is \$30 for GSPRA members and \$40 for non-members **for each category entry**.
4. Mail your entries in ONE mailing to Bill Maddox, c/o Georgia Partnership for Excellence in Education, 233 Peachtree Street, Suite 2000 Atlanta, GA 30303. All contest entries must be postmarked by **Monday August 15, 2011**. (If you send your materials during the last week of the entry period, please send by commercial delivery service or FIRST-CLASS mail.)

Judging & Awards

All contest entries will be evaluated by seasoned professionals of the North Carolina School Public Relations Association. Each entry will be judged on its own merit. Judges will designate recipients of Gold Awards of Excellence, Silver Awards of Merit, and Bronze Awards of Merit. Judges will select "Best in Category" winners. When the judges provide written evaluations, they will be forwarded to the entrants.

2011 Evaluation Categories

Annual Report: Summary of activities published once per year.

Calendars: Publications containing a schedule of dates for school year/school activities plus general information about the school or system.

Crisis Communications: State the issue, then provide a brief explanation of how you responded. Provide specifics of your response plan, i.e. target audiences, how quickly did you respond, avenues of communications used, results that prove your plan worked, etc. Entry must be held to one type-written page. Supporting documentation may be submitted-press release, PSA, copy of Web entry, etc. – with the formal entry.

Electronic Media: Electronic media presentations – single program or series, not to exceed 30 minutes per program. Entries must be on a CD or DVD disc. Each entry is limited to one program or series per disc and **must show time length or they will be disqualified.** Public service announcements – promotional announcements for use on TV or radio – are limited to one PSA per disc and **must indicate running time.**

Excellence in Writing: Article, editorial, press release, speech or other printed work must be between 500 – 5,000 words. Documentation must be provided that the work was used/published, i.e. copies, tear sheets or, in the case of a speech, provide author, who delivered speech, and circumstances – where, when, audience.

Handbook: Publication with general information about policies and regulations.

Image/Identity Package: Logos, stationery, and other graphic elements for a package of materials. **Must include three or more related pieces to qualify.**

Internet Web Site: Submit a printed copy of the Home page and URL.

Marketing Campaign: Print or video media accepted. Multiple items constitute a “campaign.” No more than four related pieces may be included for one campaign. Submissions with one item will be disqualified.

Newsletter/Newspaper: Periodicals published externally or internally. Three different issues must be submitted to qualify.

Photography: Submit hard copy of the photography. **PROOF OF HOW IT WAS USED IS REQUIRED**, internal or external publications/electronic use. Each photo submitted counts as one entry (\$30 for members and \$40 for non-members).

Social Media: Submit an explanation of what social media process you are using, i.e. Twitter, Facebook, etc. and the results you are achieving. Provide substantive proof that this is a valuable communications tool.

Special Purpose Publications: Booklets, brochures, posters, and other materials not included in other categories.



*2011 GSPRA Publications, Photography &
Electronic Media Contest Entry Form*

All entries must be **postmarked** by **August 15, 2011**. Duplicate and use this form as needed.

Name _____ Title _____

District/School/Other Organization _____

District Size _____ Superintendent/Supervisor _____

Mailing Address _____

Phone _____ Email _____

Title of Entry _____ When Produced _____

Name(s) to go on award certificate. Do you want specific contributor, system or both?
Please be specific _____

Category:

- | | | |
|--|--|---|
| <input type="checkbox"/> Annual Report | <input type="checkbox"/> Excellence in Writing | <input type="checkbox"/> Marketing Campaign |
| <input type="checkbox"/> Calendar | <input type="checkbox"/> Handbook | <input type="checkbox"/> Newsletter/Newspaper |
| <input type="checkbox"/> Crisis Communications | <input type="checkbox"/> Image/Identity Package | <input type="checkbox"/> Photography |
| <input type="checkbox"/> Electronic Media | <input type="checkbox"/> Internet Web Site | <input type="checkbox"/> Social Media |
| | <input type="checkbox"/> Special Purpose Publication | |

Target audience _____

Goal of this project _____

What do you feel this project accomplished? _____

Attach a completed entry form to ONE SAMPLE of your entry and send all of your contest materials with one check made payable to **GSPRA** (not the Georgia Partnership) to cover all category entries to:

Mr. Bill Maddox
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Questions ??? 404-223-2464
bmaddox@gpee.org