2025

GSPRA

Georgia School Public Relations Association

PUBLICATIONS & PEACH AWARDS

GSPRA.ORG

INTRODUCTION

Each year, the Georgia School Public Relations Association (GSPRA) acknowledges school PR pros who demonstrate exceptional communications skills by producing outstanding publications, photography, electronic media, events, campaigns, strategic communications, projects, and more. 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.

GSPRA conducts two such programs – the Publications Awards and the Peach Awards – in order to align with National School Public Relations Association (NSPRA) contest formats and make it easier for our members to enter both state-level and national-level contests.

GSPRA will continue to use the same online contest entry platform as last year (OpenWater, which is the platform NSPRA uses). For this year, contest fee payments must be by check/money order mailed to our treasurer while we work to better implement an electronic payment and invoicing system.

All materials and events must have been produced during July 1, 2024, to June 30, 2025. Entries must be submitted by GSPRA members.

The Publications Awards and Peach Awards winners will be announced and celebrated at the GSPRA Annual Conference in October 2025.

The awards application form opens online July 18 - August 22, 2025. The application link will be available at **www.gspra.org**.

If you have any questions, please reach out to us, Michelle Kim and Yolanda Robinson. Thank you for all you do to serve the students, families, staff and communities of Georgia's public schools!

Contest Co-Chairs
Michelle Kim (mkim@rockdale.k12.ga.us)
Yolanda Robinson (robinsonyo@lee.k12.ga.us)

HOW TO ENTER

These contests are open to members of GSPRA. Materials and events must have been produced between July 1, 2024, and June 30, 2025.

1. To access the online entry form, go to **www.gspra.org**.
2. Entry fee is $40 for each entry. Pay either by **check/money order**. Include ONE check or money order payable to GSPRA to cover all entries for your district/organization. Mail check/money order to GSPRA's Treasurer:

> **Sherri Partee**
> **Newton County School System**
> **2109 Newton Drive NE**
> **Covington, GA 30014**
> partee.sherri@newton.k12.ga.us

DEADLINE

All contest entries must be submitted through the online platform, open July 18 through August 22, 2025.

JUDGING AND AWARDS

All contest entries will be evaluated by seasoned public relations professionals. Each entry will be judged on its own merit. For Publications Awards entries, 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 for Publications Awards entries. For Peach Awards, judges will designate recipients of Peach Award Medallions. Judges' rubrics are available on the following pages. When the judges provide written evaluations, they will be forwarded to the entrants.

Awards will be announced at the GSPRA Annual Conference held in October 2025.

Questions? Contact Contest Co-Chairs Michelle Kim at mkim@rockdale.k12.ga.us or Yolanda Robinson at robinsonyo@lee.k12.ga.us

PUBLICATIONS AWARDS

Categories & Instructions

Materials and events must have been produced between July 1, 2024, and June 30, 2025.

Annual Report: Summary of activities published once per year.

Audio Media: Single audio piece or series, not to exceed 30 minutes per item. Links strongly preferred. Please ensure links are working and accessible to everyone.

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

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

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

Photography: Submit digital copy of the photograph. PROOF OF HOW IT WAS USED IS REQUIRED. May be internal or external publications/electronic use. Each photo submitted counts as one entry.

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

Special Event: Events held for recognition and/or stakeholder communication and relationship building. Include details of planning, staff involvement, audience, event management, and communication tools used to facilitate the event.

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

Videography: Single video or series, not to exceed 30 minutes per item. Links strongly preferred. Please ensure links are working and accessible to everyone.

Website: New or significantly redesigned websites. Submit current URL and screenshots of previous website (if available) and new/redesigned website.

PUBLICATIONS AWARDS

Rubrics

Entries are scored on each of the criteria on a scale of 0 to 25.

0-5 (no evidence/very poor quality),
6-10 (little evidence/poor quality),
11-15 (some evidence/average quality),
16-20 (sufficient evidence/good quality), and
21-25 (more than sufficient evidence/excellent quality).

Awards Scale:
Gold: 86-100
Silver: 71-85
Bronze: 56-70

No extra credit for RPIE.

ANNUAL REPORT:
Summary of activities published once per year.
1) Design/Layout
  • The entry demonstrates competent design techniques (good composition, appropriate use of graphics, etc.).
  • The entry demonstrates a creative use of design elements (graphics, color, font, etc.) to enhance message and presentation.
2) Focus
  • The entry's focus (subject) is clear and appropriately presented.
  • The entry's focus (subject) is appropriate for the target audience.
3) Writing Quality
  • Language and terminology are appropriate for the target audience.
  • The entry exhibits basic rules of grammar, usage, style and editing.
  • The entry either (a) educates about the subject, or (b) informs about the activities of an education institution.
4) Overall Effect
  • The design, clarity, and quality of the entry combine to communicate an effective message.
  • The entry effectively addresses its goal.
  • The entry holds interest or stimulates greater thought about the subject.

AUDIO MEDIA:
Single audio piece (such as podcast) or series, not to exceed 30 minutes per item. Links strongly preferred. Please ensure links are working and accessible to anyone.
1) Production Quality
  • The entry demonstrates competent audio production techniques (sound mixing, etc.).
  • The audio quality is clear, consistent, and the listener can understand what is being said or performed.
2) Focus
  • The entry's focus (subject) is clear and appropriately presented.
  • The entry's focus (subject) is appropriate for the target audience.
3) Content Quality
  • Language and terminology are appropriate for the target audience.
  • The entry either (a) educates about the subject, or (b) informs about the activities of an education institution.
4) Overall Effect
  • The design, clarity, and quality of the entry combine to communicate an effective message.
  • The entry effectively addresses its goal.
  • The entry holds interest or stimulates greater thought about the subject.

PUBLICATIONS AWARDS

Rubrics

CALENDAR:
Publications containing a schedule of dates for school year/school activities plus general information about the school or system.
1) Design/Layout
- The entry demonstrates competent design techniques (good composition, appropriate use of graphics, etc.).
- The entry demonstrates a creative use of design elements (graphics, color, font, etc.) to enhance message and presentation.

2) Focus
- The entry's focus (subject) is clear and appropriately presented.
- The entry's focus (subject) is appropriate for the target audience.

3) Writing Quality
- Language and terminology are appropriate for the target audience.
- The entry exhibits basic rules of grammar, usage, style and editing.
- The entry either (a) educates about the subject, or (b) informs about the activities of an education institution.

4) Overall Effect
- The design, clarity, and quality of the entry combine to communicate an effective message.
- The entry effectively addresses its goal.
- The entry holds interest or stimulates greater thought about the subject.

EXCELLENCE IN WRITING:
Article, editorial, press release, speech, or other printed work must be between 500 and 5,000 words. Documentation must be provided to show that the work was used or published (i.e., copies, tear sheets, or for speeches provide author, who delivered the speech, and the circumstances of where, when, and audience).
1) Grammar/Usage - The entry demonstrates an appropriate use of the rules of grammar, usage, and style.
2) Editing - The entry demonstrates an appropriate use of the rules of editing.
3) Writing Quality
- Language and terminology are appropriate for the target audience.
- The entry either (a) educates about a specific subject, or (b) informs about activities.

4) Overall Effect
- The entry effectively communicates its intended message.
- The entry effectively holds the attention of the reader/listener/viewer.
- The entry stimulates greater thought about the subject.

HANDBOOK:
Publication with general information about policies and regulations.
1) Design/Layout
- The entry demonstrates competent design techniques (good composition, appropriate use of graphics, etc.).
- The entry demonstrates a creative use of design elements (graphics, color, font, etc.) to enhance message and presentation.

2) Focus
- The entry's focus (subject) is clear and appropriately presented.
- The entry's focus (subject) is appropriate for the target audience.

3) Writing Quality
- Language and terminology are appropriate for the target audience.
- The entry exhibits basic rules of grammar, usage, style and editing.
- The entry either (a) educates about the subject, or (b) informs about the activities of an education institution.

4) Overall Effect
- The design, clarity, and quality of the entry combine to communicate an effective message.
- The entry effectively addresses its goal.
- The entry holds interest or stimulates greater thought about the subject.

Rubrics

IMAGE/IDENTITY PACKAGE:
Logos, stationery, and other graphic elements for a package of materials. Must include three or more related pieces to qualify.

1) Design/Layout
- The entry demonstrates competent design techniques (good composition, appropriate use of graphics, etc.).
- The entry demonstrates a creative use of design elements (graphics, color, font, etc.) to enhance message and presentation.

2) Focus
- The entry's focus (subject) is clear and appropriately presented.
- The entry's focus (subject) is appropriate for the target audience.

3) Writing Quality
- Language and terminology are appropriate for the target audience.
- The entry exhibits basic rules of grammar, usage, style and editing.
- The entry either (a) educates about the subject, or (b) informs about the activities of an education institution.

4) Overall Effect
- The design, clarity, and quality of the entry combine to communicate an effective message.
- The entry effectively addresses its goal.
- The entry holds interest or stimulates greater thought about the subject.

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

1) Design/Layout
- The entry demonstrates competent design techniques (good composition, appropriate use of graphics, etc.).
- The entry demonstrates a creative use of design elements (graphics, color, font, etc.) to enhance message and presentation.

2) Focus
- The entry's focus (subject) is clear and appropriately presented.
- The entry's focus (subject) is appropriate for the target audience.

3) Writing Quality
- Language and terminology are appropriate for the target audience.
- The entry exhibits basic rules of grammar, usage, style and editing.
- The entry either (a) educates about the subject, or (b) informs about the activities of an education institution.

4) Overall Effect
- The design, clarity, and quality of the entry combine to communicate an effective message.
- The entry effectively addresses its goal.
- The entry holds interest or stimulates greater thought about the subject.

PHOTOGRAPHY:
Submit digital copy of the photograph. PROOF OF HOW IT WAS USED IS REQUIRED. May be internal or external publications/electronic use. Each photo submitted counts as one entry.

1) Technical Quality
- The entry demonstrates competent techniques in basic photography.
- The entry demonstrates a creative/effective use of photo elements (lighting, background, etc.)

2) Composition
- The entry demonstrates appropriate focus (subject matter).
- The photo furthers storytelling for the subject pictured.

3) Photo Quality
- The entry is in focus and is the appropriate resolution as used.
- The entry makes use of color and tone (B&W) to enhance its message.

4) Overall Effect
- The entry enhances communication (print or electronic publication) through its use.
- The entry effectively addresses its goal.
- The entry holds interest or stimulates greater thought about the subject.

PUBLICATIONS AWARDS

Rubrics

SOCIAL MEDIA:
Submit an explanation of what social media process you are using (i.e., Facebook, Instagram, etc.), and the results you are achieving. Provide substantive proof that this is a valuable communications tool.
1) Content
- Content is readable and error-free.
- Graphics, links, and video are appropriate and further the understanding of audience.
- Content is interesting with clear purpose, and language and terminology appropriate for the audience.

2) Engagement
- Content is relevant to the audience and the tone is authentic.
- Overall, entry sparks interaction with audience.

3) Cohesiveness
- Entry reflects strategy for reaching target audience, balancing engagement and promotion.
- The entry educates the audience about the organization and its activities, and/or has a call to action for the audience.

4) Overall Effect
- Overall, posts communicate an effective message.
- Entry addresses the needs of its target audience.
- Entry prompts interest in the organization, engages the audience, and/or stimulates greater thought about the organization.

SPECIAL EVENT:
Events held for recognition and/or stakeholder communication and relationship building. Include details of planning, staff involvement, audience, event management, and communication tools used to facilitate the event.
1) Research
- The entry demonstrates research-based planning.
- Appropriate target audiences are identified.

2) Action
- Explanation of the event or response detail how communications adequately and appropriately addressed the event or issue cited.

3) Communication
- Entry includes evidence that appropriate avenues of communication and related tools are used.
- Documentation and/or collateral further communication efforts, and show effective communications planning.

4) Overall Effect
- The entry effectively addresses its goal.

SPECIAL PURPOSE PUBLICATION:
Booklets, brochures, posters, and other materials not included in other categories.
1) Design/Layout
- The entry demonstrates competent design techniques (good composition, appropriate use of graphics, etc.).
- The entry demonstrates a creative use of design elements (graphics, color, font, etc.) to enhance message and presentation.

2) Focus
- The entry's focus (subject) is clear and appropriately presented.
- The entry's focus (subject) is appropriate for the target audience.

3) Writing Quality
- Language and terminology are appropriate for the target audience.
- The entry exhibits basic rules of grammar, usage, style and editing.
- The entry either (a) educates about the subject, or (b) informs about the activities of an education institution.

4) Overall Effect
- The design, clarity, and quality of the entry combine to communicate an effective message.
- The entry effectively addresses its goal.
- The entry holds interest or stimulates greater thought about the subject.

PUBLICATIONS AWARDS

Rubrics

VIDEOGRAPHY:
Single video or series, not to exceed 30 minutes per video item. Links strongly preferred. Please ensure links are working and accessible to anyone.

1) Production Quality
- The entry demonstrates competent design techniques (good composition, appropriate use of graphics, etc.).
- The entry demonstrates a creative use of design and visual elements to enhance message and presentation.

2) Focus
- The entry's focus (subject) is clear and appropriately presented.
- The entry's focus (subject) is appropriate for the target audience.

3) Content Quality
- Language, images and terminology are appropriate for the target audience.
- The entry either (a) educates about the subject, or (b) informs about the activities of an education institution.

4) Overall Effect
- The design, clarity, and quality of the entry combine to communicate an effective message.
- The entry effectively addresses its goal.
- The entry holds interest or stimulates greater thought about the subject.

WEBSITE:
New or significantly redesigned/overhauled websites only. Submit current URL and screenshots of previous website (if available) and new/redesigned website.

1) Navigation and Functionality
- The website has a user-friendly interface, and method of organization is easy to see and use.
- Presentation is efficient and effective on different browsers, and cross-functional for mobile, tablet, and desktop devices.
- Website elements (images, downloadable files, video) load effectively with minimal lag time.
- Website is accessible to different audiences (font resizing, link placement for website reader systems, etc.)

2) Content
- The written text is relevant and speaks directly to the user
- The tone is inviting and informative
- Overall content is concise and communicates effectively

3) Visual Design
- The website's theme is consistent and supports the content
- Images are placed appropriately within the design space for effective visual impact
- The website's layout supports the theme and content placement

4) Overall Effect
- Entry addresses the needs of its target audience. (finding information, answering a question, etc.)
- Entry prompts interest in the organization, engages the audience, and/or stimulates greater thought about the organization.
- The website invites the user to participate with interactive elements (view a streaming video, click for more information, etc.)

PEACH AWARDS

Categories & Instructions

Materials and events must have been produced between July 1, 2024, and June 30, 2025.

- **Comprehensive, Strategic, Year-Round Communication Program**
- **Crisis Communication Campaign**
- **ESPLOST/Bond/Finance Campaign**
- **Marketing Communication Campaign**
- **Public Engagement/Parental Involvement Campaign**
- **Internal Communication Project/Campaign**
- **Special Communication Project/Campaign**

INSTRUCTIONS FOR ENTRANTS:
- Peach Awards entries must be organized into a single PDF file. The entry is limited to no more than six pages in total (packaged in a single PDF).

An entry must include:
- Summary of the program/project/campaign (page max = two) using RPIE outline described below. Summarize the program/project/campaign by demonstrating how it followed the four-step strategic public relations planning process of research, planning, implementation and evaluation (RPIE). Do not exceed two pages.
- RPIE Outline:
  - **Research** - Give an analysis of the need for the program/project/campaign/actions as well as goals and measurable objectives.
  - **Planning** - Describe the planning to address the need for the program/project/campaign/actions and identify the strategies, tactics, target audiences, budgets, resources and staff responsibilities.
  - **Implementation** - What are the strategies, tactics, and activities that were carried out as planned? Include description of the avenues of communication and related tools that were used.
  - **Evaluation** - What are the evaluation components that were included in plan development and carried out to measure success in achieving desired outcomes and goals? Include recommendations for future improvements or next steps.

An entry may also include:
Additional support materials demonstrating outstanding, strategic work as part of the program/project/campaign. Samples, brief synopses or hyperlinks to materials (websites, videos, social media, etc.) are sufficient. Up to four pages for additional support materials. Do not cause the total entry to exceed the six-page total.

PEACH AWARDS

Rubric

For all categories:

- **Research (0-25 points):** What evidence is there of analysis of the need for the program/project/campaign/actions? Are there stated goals and measurable objectives?
- **Planning (0-25 points):** What evidence is there of thoughtful planning to address the need for the program/project/campaign/actions? Are strategies, tactics, target audiences, budgets, resources and staff responsibilities identified?
- **Implementation (0-25 points):** What evidence is there that strategies, tactics, and activities were carried out as planned? Does entry include evidence of appropriate avenues of communication and related tools are used?
- **Evaluation (0-25 points):** What evidence is there that evaluation components were included in plan development and carried out to measure success in achieving desired outcomes and goals? Are there any recommendations for future improvements or next steps?

Medallion awarded to entries scoring 86 and higher.