



GSPRA

Georgia School Public Relations Association

2020 Publication, Photography, and Electronic Media Awards

Show off your skills in school PR!

*Deadline for Entries
is November 3, 2020*

2020 Evaluation Categories

(Materials must have been produced between July 1, 2019 and June 30, 2020.)



Annual Report: Summary of activities published once per year.

Calendar: 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 you responded, avenues of communication used, results that provide your plan worked, etc.) Entry must be held to one type-written page. Supporting documentation such as press releases, PSAs, and copies of web stories may be submitted with the formal entry.

Videography/Electronic Media: Single video/electronic media or series, not to exceed 30 minutes per video/electronic media.

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.**

Website: Submit current URL and/or screenshots.

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/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., Twitter, Facebook, 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 may be entered in notebook format. 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.

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2020 Publications, Photography, and Electronic Media Contest



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.

How to Enter

These contests are open to any school, school system, postsecondary institution, educational agency, or education-related association. **Materials must have been produced between July 1, 2019 and June 30, 2020.**

1. Click here to access the online entry form. [LINK]
2. Include ONE check or money order payable to **GSPRA** to cover all entries.
 - * Entry fee is \$30 for GSPRA members and \$40 for non-members **for each category entry.**
 - * Your 2020 GSPRA membership renewal comes with one free contest entry.
3. **Extra Credit!** Up to 10 points will be awarded as extra credit to entries that provide formal evaluation efforts to document the success of their project.

Deadline

All contest entries must be **submitted through the online form by November 3, 2020.**

Judging and Awards

All contest entries will be evaluated by seasoned public relations professionals. 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.

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