

NYSPRA'S ANNUAL COMMUNICATIONS AWARDS

This year, NYSPRA is sponsoring its 40th Annual Communications Awards to recognize and celebrate outstanding achievement in educational communications. The awards continue to be one of the largest in the nation and provide both members and non-members with a time to shine and an opportunity to showcase exemplary communication practices.

Statewide awards provide recognition for outstanding work. They build a greater appreciation for the skills of school public relations professionals and promote a better understanding of the broad range of services rendered by those who have either full- or part-time responsibilities for education-related communications.

This year's award recipients will be honored at a luncheon in Rochester in October at the 2019 New York State School Board Association Convention. Those who cannot attend will receive their certificates by mail.

ABOUT NYSPRA

The New York School Public Relations Association (NYSPRA) is a state chapter of the National School Public Relations Association, nationally recognized for its efforts on behalf of school public relations professionals.

With members representing school districts, BOCES and independent P.R. agencies throughout New York, NYSPRA is dedicated to the development and dissemination of educational communications that engage parents, staff, community residents, partners in education and other stakeholders. Together, members support student achievement and school improvement initiatives.

NYSPRA is a professional network of school public relations practitioners, through which members are able to share ideas and information. NYSPRA offers a host of professional development opportunities, including dynamic speakers, stimulating workshops and conferences. The organization enables members to broaden their networking base by interacting with some of the best and most talented communicators in the state and beyond. NYSPRA helps members better balance day-to-day demands placed on their time and talent.

Join NYSPRA today!

To purchase a membership without entering the contest, visit www.nyspra.org/join-us.

Individual memberships are \$40 per year. Institutional memberships (for up to three individuals from one organization) are \$90 per year.

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NYSPRA
NEW YORK SCHOOL PUBLIC
RELATIONS ASSOCIATION
c/o South Glens Falls Central School District
6 Bluebird Road
South Glens Falls, New York 12803

40TH
ANNUAL
COMMUNICATIONS
AWARDS

Celebrating 40 years
of outstanding achievement in
educational communications

NYSPRA
New York School Public Relations Association

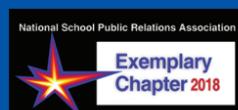
40TH
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CALL
FOR
ENTRIES

THIS IS YOUR TIME TO SHINE!
EARN THE STATEWIDE
RECOGNITION YOU DESERVE!

Enter the 40th Annual NYSPRA Communications Awards and be recognized for your efforts to enhance education through effective communication. Submit your best work and compete with professional school communicators for awards that recognize the highest standards of excellence in the field of school public relations. You can also nominate a colleague for Communicator of the Year!

WWW.NYSPRA.ORG | @NYSPRA



COMPETITION CATEGORIES

Awards of Excellence, Honor and Merit will be given in each category to those entries that earn the requisite number of points.

Electronic Newsletter

Excellence in Writing

Entry must be a single article; a series of articles/stories submitted as a single entry will not be considered for an award. Entry must have been published in print or online. If published entry does not have a byline, include an electronic copy of a news release or other documentation showing proof of authorship.

Photograph

Submit a digital photo and a scanned document or URL to show proof of publication.

Strategic Campaign

Entry should consist of three or more coordinated pieces in any medium. "Campaign" includes a variety of topics. For example, crisis management, event planning or any type of planned and coordinated strategic effort is eligible.

Social Media

Communication efforts or campaigns using Facebook, Twitter or other social media, such as blogs. In addition to the summary paragraph, please explain how social media has affected your school district/BOCES. Include a PDF of at least three consecutive postings and include the account URL.

Website

Public websites only; Intranets are not eligible. Include URL.

Video

Maximum 30 minutes in length. Provide the URL to a streaming video online.

Annual Report*

Budget/Bond Newsletter*

Calendar*

Community Newsletter*

Each entry must include two different issues (i.e., two different months, editions, etc.), three copies of each.

Overall Graphics and Design*

Poster*

Minimum size of 11" x 17".

Special Purpose Publication

***Entries in categories marked with an asterisk require hard copies in addition to the online form. See entry guidelines for full instructions.**

JUDGING CRITERIA

Entries in this year's competition will be judged by school communication colleagues from other states, along with communications, marketing, writing and public relations professionals from throughout the United States.

Judges will rate entries according to the criteria listed below, as applicable. The decisions of judges are final in every case, and NYSPRA will not discuss or comment on the judges' decisions.

Purpose and Effectiveness

- Clear purpose and target audience defined
- Overall effectiveness in meeting stated purpose

Writing/Content/Narration

- Overall readability and quality of writing (clear, concise, accurate and error-free)
- Correct and consistent use of grammar and syntax; superior proofreading
- Relevance of copy to intended message/stated purpose
- Effectiveness of content in capturing reader's interest (unique, creative, active writing)
- Completeness, informative value, relevance of topic choice(s)
- Timeliness and relevance of content
- Appropriateness of writing style to audience
- Quality of headlines

Design and Production

- Overall production quality
- Creative use of design and layout
- Effectiveness of design in conveying intended message or supporting stated purpose
- Appropriateness/attractiveness of design, including photos, graphics, artwork and typography
- Good use of color and white space
- Ease and consistency of navigation
- Effective, appropriate use and integration of online technological features
- Quality of video editing; variety of footage used
- Effective and appropriate visual presentation of topic/subject matter
- Aural quality of narration and/or music

Photography

- Overall quality and composition
- Effectiveness/quality of cropping, sizing and choice of angle
- Attractiveness, eye-catching appeal of photo
- Creative, appropriate choice of subject
- Effectiveness in complementing accompanying text/publication

AWARD CERTIFICATES WILL BE IN THE NAME OF THE SCHOOL DISTRICT/BOCES FOR WHICH THE ENTRY WAS PRODUCED. ADDITIONAL CERTIFICATES CAN BE REQUESTED AT A COST OF \$5 EACH.

ENTRY GUIDELINES

All entries submitted in the 40th Annual NYSPRA Communications Awards must comply with the guidelines as outlined below.

Non-compliant entries will not be considered for an award. Entry fees will not be refunded. All entries shall become the property of NYSPRA and may be displayed and/or shown and filed in a NYSPRA library.

ELIGIBILITY

All work must have been produced between July 1, 2018, and June 30, 2019.

T-shirts, buttons and apparel are not eligible for this competition.

Student-written and/or produced publications are not eligible for this competition.

No single publication may be entered in more than three categories.

DEADLINE

All entries must be received by **5 p.m. on July 18, 2019**, to be considered.

QUESTIONS?

Contact the NYSPRA Communications Contest Coordinator, Monica Lester, at monica.lester@nyspra.org with any questions.

REQUIRED ELEMENTS

□ Entry form

All entry forms must be completed online.

Visit www.nyspra.org to complete your entry form and submit entries.

□ Name

All entries must be in the name of the school district or BOCES for which the work was produced.

Provide the name of the BOCES only if the BOCES is submitting the entry produced by the BOCES (either on behalf of a district or for the BOCES itself).

School districts represented by a BOCES, P.R. consultants or agencies must have a membership in their own name(s), or enter in the non-member category.

□ Entry title

□ Summary paragraph

All entries must include a summary paragraph stating the purpose of the entry and the target audience.

The summary paragraph *will* factor into the scoring of each entry. Additional information regarding the evaluation of your entry's effectiveness is optional and will be used only to provide clarification for judges.

□ Hard copies

Entries in categories marked with an asterisk require hard copies to be mailed.

For each entry in one of these categories, submit the entry form and summary paragraph online. In addition, mail **three hard copies** of the entry—with your name and entry title included—to the contest coordinator.

✉ **Monica Lester, Contest Coordinator**
2019 NYSPRA Communications Awards
c/o South Glens Falls Central School District
6 Bluebird Road
South Glens Falls, NY 12803

□ Entry Fee

Entries accompanied with an incorrect entry fee will not be considered.

Member entries: \$30 each

Entries submitted at the member entry fee must be submitted in the name of the member on the entry form.

To qualify for the member entry fee, membership dues must accompany entry. One purchase order/check is acceptable for both contest entries and membership. Membership is from July 1, 2019, to June 30, 2020.

Non-member entries: \$40 each

Non-member entries must pay the non-member entry fee.

Payment methods:

Purchase orders or checks are accepted, and must be made payable to:

✉ New York School Public Relations Association
c/o Patricia McCabe
Eastern Suffolk BOCES
201 Sunrise Highway
Patchogue, NY 11772

□ Payment by check:

Check numbers/amounts should be noted on the online entry form.

Business and personal checks will be accepted; official name of district or BOCES should be noted on check/check stub.

Checks should be mailed to the Patchogue address listed above.

□ Payment by purchase order:

Purchase orders (if used) must be submitted online with entry. Purchase order numbers, and an electronic copy, must be uploaded to the entry site.

SPECIAL AWARD:

COMMUNICATOR OF THE YEAR

The New York School Public Relations Association's Communicator of the Year award recognizes the exemplary leadership of New York's school communications professionals for demonstrated commitment to the enhancement of communication and relationships between public schools and the students, families and communities they serve. The award honors those who recognize that communication is a critical component of leadership.

Judging will be completed by past or current presidents of NSPRA state chapters throughout the country. The award winner will be notified in September 2019 and recognized at the NYSPRA Annual Conference. The winner will also receive paid registration to the NYSPRA Annual Conference.

Criteria

The nominee:

- Demonstrates the use of effective public relations strategies aimed at supporting public education.
- Has been recognized as an advocate for public education and has earned a reputation as being highly credible with a variety of audiences.
- Demonstrates exceptional leadership and communication skills.
- Demonstrates experience and involvement in communicating with diverse audiences.
- Implements communication strategies that demonstrate strategic thinking, which contributes to the betterment of public education.
- Demonstrates effective personal communication with a wide variety of audiences.
- Demonstrates ethics and professionalism in communication.
- Has been recognized as a role model for communicators and noncommunicators alike, and as someone whose communication skills and messages have impacted the lives of others.

Nomination Process

Nominees must be current members of NYSPRA. Nominations for the Communicator of the Year Award may be made by anyone. An individual may submit more than one nomination; however, each nomination must include its own, individual set of nomination materials and nomination form.

To nominate someone:

1. Submit application using the Official Nomination Form as the cover sheet. (Find cover sheet at www.nyspra.org/ **Communicator-of-the-Year.**)
2. Include a narrative, no longer than 800 words, outlining how the person or organization has met the award's criteria.
3. The submission may also include up to 10 pages of supporting documentation including, but not limited to, data demonstrating the nominee's effectiveness in meeting the award criteria, samples of the nominee's communications work, measures of effectiveness and letters of support.
4. Each nomination should be sent to NYSPRA at nyspra@nyspra.org on or before **Thursday, July 25, 2019**. There is no fee to nominate for the Communicator of the Year.