

# 2022 ASPRA\*tion Awards



Each year, the Arizona School Public Relations Association (ASPRA) recognizes standards of excellence in school public relations through its ASPRA\*tion Awards. Winning entries will demonstrate how sound public relations principles (research, analysis, communication, and evaluation), creativity, and a commitment to improving communications were used in pursuit of organizational goals. **Activities and projects must have been underway or completed between August 1, 2020 and Nov. 12, 2021. Entries will be accepted beginning October 13, 2021 and must be submitted by Friday, Nov. 12, 2021.**

#1 COPPER MEDALLION	Entry Fee: \$40 member/\$50 non-member
<p><b>This award is for comprehensive and well-planned, organization-wide* public relations programs that address internal and external audiences with a mix of effective methods.</b> Entries should summarize the scope of the public relations program, including goals for the program, projects and activities and types of evaluation used to monitor success and the program results. <i>(Note: A comprehensive public relations program is defined as the overall plan for a district, school or agency, or a plan for a specific comprehensive program.)</i> *An organization-wide program is larger than a project. (Projects should be entered in the Publications and Electronic Media Award category.)</p>	<p><b>Examples of Copper Medallion Award entries:</b></p> <ul style="list-style-type: none"> <li>• an overall comprehensive public relations plan for an organization</li> <li>• a public relations plan for an organization-wide volunteer program</li> <li>• a public relations plan for a bond/override election</li> <li>• a public relations plan for changing school or district boundaries, or opening a new school a public relations plan for an organization-wide parent involvement program, etc.</li> </ul>
<p><b>CRITERIA</b></p> <ul style="list-style-type: none"> <li>• <b>Research and analysis.</b> Entry demonstrates a clear distinction between objectives and goals, and the difference between strategies and tactics. Entry demonstrates an objective interpretation of research data upon which goals, objectives, strategies and tactics are determined.</li> <li>• <b>Planning.</b> Entry demonstrates a comprehensive public relations plan that reflects the organization's needs, including appropriate sequencing of plan elements.</li> <li>• <b>Audience identification and communication.</b> Entry identifies appropriate audiences and the concerns of each. Entry demonstrates a prioritization and sequencing of communications to the different audiences and tailors message to each identified audience.</li> <li>• <b>Evaluation.</b> Entry demonstrates if, and the extent to which, the results or outcomes of the public relations programs were accomplished. The entry includes the program's informational, motivational and behavioral objectives and how they were measured using qualitative and quantitative methodologies.</li> </ul>	<p><b>GUIDELINES</b></p> <ul style="list-style-type: none"> <li>• Entrants must read the guidelines carefully. Failure to follow the guidelines may result in point reduction or disqualification.</li> <li>• Brevity, clarity of concept, good writing and evidence of objective evaluation of your program are factors judges use in evaluating entries.</li> <li>• Entries must not exceed 12 pages, including synopsis and supporting evidence. You may include charts, pictures or other evidence of your plan and its effectiveness; however, you cannot exceed your total page limit for your entry.</li> <li>• Each entry requires a URL to the piece(s) you are entering. We recommend hosting your entry on your district website or a cloud storage website like Google Drive. Judges will access your finished work via the URL you provide during the application process.</li> <li>• Organize your entry carefully using the criteria listed for this category.</li> </ul>

#2 PUBLICATIONS & ELECTRONIC MEDIA	Entry Fee: \$25 member/\$35 non-member
<ul style="list-style-type: none"> <li>• <b>Annual Report / Finance Publication</b> - Annual report published once a year to summarize district accomplishments and to meet accountability requirements set by the state; publication developed to communicate and create understanding about school funding, taxes, school and district uses of revenue, etc.</li> <li>• <b>Newsletter (printed or electronic)</b> - External or internal newsletter published regularly. Submit two different issues of the newsletter.</li> <li>• <b>Social Media Campaign</b> - Any targeted social media campaign with a specific goal. Submit at least three pieces of evidence of the campaign. (i.e. first day of school, education week celebration, registration, etc.)</li> <li>• <b>Website (internet or intranet)</b> - Please include your website's address on your entry form. Special purpose or short-term websites are also accepted. Intranet entries must include password or other log-in information so judges can access your site. One website per entry.</li> <li>• <b>Special Purpose Publication</b> - One-time or annual external or internal booklet, brochure, magazine, poster or other materials developed for a unique event, program, issue or other purpose.</li> <li>• <b>Identity/Image Package</b> - A set of identification items that may include a logo or other graphic element(s) incorporated into brochures, letterhead, apparel or other marketing materials that brands a district, school, agency or organization. Entry must include three or more related pieces to qualify.</li> <li>• <b>Multimedia Marketing Campaign</b> - Materials to communicate an organization's special qualities with the intent to make it appealing to potential customers, employees or stakeholders (such as campaigns to increase enrollment, attract employees or engage the community). Publications, videos and other electronic materials as part of a campaign will be accepted.</li> <li>• <b>Video (produced internally or externally)</b> - External or internal video or video series produced for a unique event, program, issue or other specific purpose.</li> <li>• <b>Multicultural Outreach/Campaign</b> - Communication efforts designed to engage specific populations that demonstrate cultural competency and demonstrate an understanding of community (such as outreach to refugee communities, Native American engagement, DACA, etc.). This does not include general purpose publications that are typically translated.</li> <li>• <b>Photography</b> - Entries can be a single photograph or a group of up to five photographs. Images are judged on overall quality, artistic presentation and storytelling effectiveness.</li> <li>• <b>Writing</b> - Print or online writing for internal or external purposes. For example, newsletter article, editorial, speech, website article or blog post, press release or other content. Must be between 500-5,000 words in length and not student-written or professionally outsourced.</li> <li>• <b>Podcasting/Audio</b> — Message board information, news releases/bulletins, promotional announcements, public service announcements; judged for professional quality, sound, content.</li> </ul>	
<p><b>CRITERIA</b></p> <ul style="list-style-type: none"> <li>• <b>Publications</b> - Entries will be judged on excellence of visuals, writing, content, message effectiveness, evidence of effective planning process, quality and clarity of goals, measurements and outcomes. Judges will consider information included in the entry form.</li> <li>• <b>Electronic Media</b> - Entries will be judged for professional quality. Programs for television must be of broadcast quality to communicate effectively. Website entries will be judged on clarity of writing, appropriateness and freshness of content, graphic presentation, ease of use and download time. For all electronic media entries, judges will look for effective writing and messaging integrated with design or visuals. Evidence of effective planning process, quality and clarity of goals, measurements and outcomes will also be evaluated. Judges will consider information included in the entry form.</li> </ul>	<p><b>GUIDELINES</b></p> <ul style="list-style-type: none"> <li>• Entries compete against award criteria. Judges may award multiple winners per category.</li> <li>• Each entry must include a summary of the project's purpose, where and when it is being used, the target audience, how it is supporting effective communication and outcomes achieved.</li> <li>• Newsletter/newspaper entries must include 2 different issues to qualify.</li> <li>• Each entry requires a URL to the piece(s) you are entering. We recommend hosting your entry on your district website or a cloud storage website like Google Drive. Judges will access your finished work via the URL you provide during the application process.</li> <li>• Projects using vendors may be submitted but must have significant involvement from in-house staff to be eligible for entry. Please describe involvement in your overview.</li> <li>• Student-written and/or produced publications are not eligible.</li> <li>• <i>Submission of any entry shall constitute entrant's representation that all material is original and/or free from unauthorized use of copy, design, art and/or photographs from other sources.</i></li> </ul>

<b>#3</b>	<b>GOVERNING BOARD FOR CONTRIBUTIONS TO PUBLIC RELATIONS</b>		<b>Entry Fee:</b> \$25 member/\$35 non-member
	<b>CRITERIA</b> <ul style="list-style-type: none"> <li>• Demonstrates commitment to good communications</li> <li>• Demonstrates support of school public relations through: <ul style="list-style-type: none"> <li>◦ budgetary support of a school public relations office and its professionals</li> <li>◦ clear support of overall public relations plan</li> <li>◦ making public relations a key component of the district's strategic plan</li> </ul> </li> <li>• Demonstrates exceptional understanding of public relations principles</li> <li>• Demonstrates leadership and high ideals of professionalism</li> <li>• Demonstrates the ability to work with staff, parents and community for the benefit of students</li> </ul>	<b>GUIDELINES</b> <ul style="list-style-type: none"> <li>• Entries will be judged against each other and the criteria.</li> <li>• A single award will be made in this category for the entire school board of a school district.</li> <li>• Include an overview addressing the criteria, and attach any supporting evidence or materials</li> <li>• Each entry requires a URL to the piece(s) you are entering. We recommend hosting your entry on your district website or a cloud storage website like Google Drive. Judges will access your finished work via the URL you provide during the application process.</li> <li>• <i>Governing Boards who have received this award in the past four years are not eligible.</i></li> </ul>	

<b>#4</b>	<b>SUPERINTENDENT FOR CONTRIBUTIONS TO PUBLIC RELATIONS</b>		<b>Entry Fee:</b> \$25 member/\$35 non-member
	<b>CRITERIA</b> <ul style="list-style-type: none"> <li>• Demonstrates commitment to good communications</li> <li>• Demonstrates support of school public relations through: <ul style="list-style-type: none"> <li>◦ budgetary support of a school public relations office and its professionals</li> <li>◦ clear support of overall public relations plan</li> <li>◦ making public relations a key component of the district's strategic plan</li> </ul> </li> <li>• Demonstrates exceptional understanding of public relations principles</li> <li>• Demonstrates leadership and high ideals of professionalism</li> <li>• Demonstrates the ability to work with staff, parents and community for the benefit of students</li> </ul>	<b>GUIDELINES</b> <ul style="list-style-type: none"> <li>• Entries will be judged against each other and the criteria.</li> <li>• A single award will be made in this category for one superintendent of a school district.</li> <li>• Include an overview addressing the criteria, and attach any supporting evidence or materials</li> <li>• Each entry requires a URL to the piece(s) you are entering. We recommend hosting your entry on your district website or a cloud storage website like Google Drive. Judges will access your finished work via the URL you provide during the application process.</li> <li>• <i>ASPRA members are not eligible for this award</i></li> </ul>	

<b>#5</b>	<b>ADVOCACY AND POLITICAL CONTRIBUTIONS TO PUBLIC EDUCATION</b>		<b>Entry Fee:</b> \$25 member/\$35 non-member
	<b>CRITERIA</b> <ul style="list-style-type: none"> <li>• Any individual that demonstrates support for education through legislative actions, lobbying efforts and involvement with local school districts and community for the benefit of students.</li> </ul>	<b>GUIDELINES</b> <ul style="list-style-type: none"> <li>• Entries will be judged against each other and the criteria.</li> <li>• Multiple recipients may be awarded.</li> <li>• Include an overview addressing the criteria, and attach any supporting evidence or materials</li> <li>• Each entry requires a URL to the piece(s) you are entering. We recommend hosting your entry on your district website or a cloud storage website like Google Drive. Judges will access your finished work via the URL you provide during the application process.</li> <li>• <i>ASPRA members are not eligible for this award</i></li> </ul>	

<b>#6</b>	<b>NEWS MEDIA FOR EXCELLENCE IN EDUCATION REPORTING</b>		<b>Entry Fee:</b> \$25 member/\$35 non-member
	<ul style="list-style-type: none"> <li>• Print/Online Media</li> <li>• Broadcast Media</li> </ul> <b>CRITERIA</b> <ul style="list-style-type: none"> <li>• Reporter covers news media for consistent and accurate reporting on education (this includes a specific story or series on a particular topic)</li> <li>• Reporter is fair, accurate and objective</li> <li>• Reporter maintains a high degree of professionalism</li> <li>• Reporter increases public understanding of the inherent values of education, particularly in Arizona</li> <li>• Reporter informs and educates readership on the roles of education in society</li> <li>• Reporter discloses practices or procedures in need of correction or improvement so as to encourage and promote local, state and national efforts to improve education</li> </ul>	<b>GUIDELINES</b> <ul style="list-style-type: none"> <li>• Entries will be judged against each other and the criteria.</li> <li>• Multiple recipients may be awarded.</li> <li>• Include an overview addressing the criteria, and attach any supporting evidence or materials</li> <li>• Each entry requires a URL to the piece(s) you are entering. We recommend hosting your entry on your district website or a cloud storage website like Google Drive. Judges will access your finished work via the URL you provide during the application process.</li> <li>• <i>ASPRA members are not eligible for this award</i></li> </ul>	

<b>#7</b>	<b>INDIVIDUAL, BUSINESS, FOUNDATION OR CIVIC/COMMUNITY CONTRIBUTIONS TO PUBLIC EDUCATION</b>		<b>Entry Fee:</b> \$25 member/\$35 non-member
	<b>CRITERIA</b> <ul style="list-style-type: none"> <li>• Demonstrates support through resources, contributions and/or assistance</li> <li>• Provides community awareness and/or programs</li> <li>• Demonstrates commitment to good communications</li> <li>• Demonstrates support of school public relations</li> <li>• Demonstrates exceptional understanding of public relations principles</li> <li>• Demonstrates leadership and high ideals of professionalism</li> <li>• Demonstrates the ability to work with staff, parents and community for the benefit of students</li> <li>• <i>Nominee is not currently employed by a school district in a communications position</i></li> </ul>	<b>GUIDELINES</b> <ul style="list-style-type: none"> <li>• Entries will be judged against each other and the criteria.</li> <li>• Multiple recipients may be awarded.</li> <li>• Include an overview addressing the criteria, and attach any supporting evidence or materials</li> <li>• Each entry requires a URL to the piece(s) you are entering. We recommend hosting your entry on your district website or a cloud storage website like Google Drive. Judges will access your finished work via the URL you provide during the application process.</li> <li>• <i>ASPRA members are not eligible for this award</i></li> </ul>	

ASPRA members in good standing are eligible to submit entries. Entries submitted on behalf of non-member organizations are subject to the non-member fee.