

# CALL FOR ENTRIES

## Spectrum Awards 2017



### 33rd ANNUAL SPECTRUM AWARDS

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The Wisconsin School Public Relations Association's Annual Spectrum Awards contest is a statewide competition for Wisconsin public education professionals involved in the writing and design of print and electronic materials and development of special project. Showcase your achievements. Be recognized for your creativity and efforts. Get constructive feedback about your communication efforts.

### ELIGIBILITY

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Any member, individual or organization of the Wisconsin School Public Relations Association is eligible to submit an entry. Membership must be current at the time of the Spectrum submission deadline (4:30 PM Central Time on **August 25, 2017**). The communication materials entered must have been produced between July 1, 2016 and June 30, 2017.

### JUDGING

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Entries will be judged by a panel of public relations and graphic design professionals. Judges will evaluate each entry based on a checklist of criteria. Judging forms will be returned to entrants with comments and feedback.

### ENTRIES

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[Entry categories and judging criteria](#)

Please follow this four-step process to submit an entry.

STEP 1: **Entry Form** - Submit the electronic [Entry Form](#).

STEP 2: **Project Summary** – Prepare a one-page summary document that includes the following: Project Name, Target Audience(s), Budget, Goals and Objectives, Research and Planning, Execution, Project Information, Evaluation (examples of methods to evaluate the effectiveness include such things as: more unique visits/visitors to a website, increased phone calls, survey results, information from listening sessions, in addition to quantified anecdotal information.)

STEP 3: **Supporting Documentation** – Prepare supporting documentation, such as images, video, PDF documents, web links, etc.

STEP 4: **Email Project Summary and Supporting Documentation** to [wspr spectrumawards@gmail.com](mailto:wspr spectrumawards@gmail.com) (use as the subject: 2017 Spectrum Award Entry - YOUR DISTRICT/ORGANIZATION)

### ENTRY FEE

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**\*\*FREE\*\***

### DEADLINE

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Entries must be received no later than August 25, 2017.

### QUESTIONS

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Please contact Debbie Brewster (WSPRA) at 608.842.6581 or email [wspr spectrumawards@gmail.com](mailto:wspr spectrumawards@gmail.com).

### AWARDS

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Winners will be notified prior to the awards ceremony during the WSPRA Fall Conference, to be held November 9-10.

Winners are strongly encouraged to attend the conference to receive their award. Entries receiving a perfect score will be considered by the judges for the best-of-show award called the "Lighthouse Award."

This award will also be presented at the ceremony as representative of "lighting the way to better school public relations."

**WSPRA SPECTRUM AWARDS**  
**Category Definitions and Requirements**

<p><b>Annual Report/Performance Report</b>  District or organization’s annual report of performance of progress achieved</p>	<p><b>Marketing Material</b>  Used to communicate a school or district’s special qualities that make it appealing to potential customers; material to make a school the “school of choice” in a community; staff recruitment materials</p>
<p><b>Calendar</b>  Comprehensive schedule of events, containing general information and specific dates for school (and community) activities; issued to parents, students and others</p>	<p><b>Video</b>  Videos, digital videos, or computer-generated presentations not to exceed 30 minutes per program</p>
<p><b>Classroom Publication (teacher generated)</b>  Used to inform parents, community or staff about a specific classroom project or program</p> <p><b>Submit only 2 issues</b></p>	<p><b>Audio</b>  Radio broadcast, podcast, or other electronic audio presentation or special project, not to exceed 30 minutes per program</p>
<p><b>Community Newsletter (electronic or print)</b>  Published at least three times and distributed to the majority of community members</p> <p><b>Submit only 2 issues</b></p>	<p><b>Web site</b>  School district or organization website, or special purpose site.</p> <p><b>Requirement: submit complete internet address</b></p>
<p><b>Building Newsletter (electronic or print)</b>  Disseminated to parents and stakeholders of the specific building</p> <p><b>Submit only 2 issues</b></p>	<p><b>Handbook</b>  Issued for students, staff, or parents to acquaint them with school/agency rules, procedures, and operations</p>
<p><b>Internal Newsletter (electronic or print)</b>  Disseminated specifically to/for staff</p> <p><b>Submit only 2 issues</b></p>	<p><b>Special Purpose Publication/Project</b>  Possible entries – PSAs, posters, image or identity packages, print advertisement, referendum campaign</p>
<p><b>Social Media Campaign</b>  Sustained, coordinated use of social media to drive action</p>	<p><b>Referendum Campaign</b>  Successful citizen voting campaign</p>

6 areas evaluated

- Goals and objectives (includes well-defined audience)
- Research and planning
- Execution (process and strategies used during implementation)
- Language (terminology choices are appropriate; complicated topics are made easy to understand)
- Design (length and level of detail are appropriate; format is appropriate for purpose; layout is appealing)
- Evaluation and results

5-point scale for each area:

5 (excellent), 4 (very good), 3 (good), 2 (fair) or 1 (poor).

Two award levels (given to judges with materials):

- Award of Excellence: If you feel an entry deserves an Award of Excellence (the highest honor), your score for that entry should be between 27 and 30.
- Award of Merit: If you feel an entry deserves an Award of Merit, your score for that entry should be between 24 and 26.

- Entries receiving a perfect score (30) will be eligible for the Spectrum Lighthouse Award (Best of Show).
- If more than one perfect score, a panel of 2-3 judges will be used to select the recipient of the Lighthouse Award.