

WSPRA Spectrum Awards

Category Definitions and Requirements

ANNUAL REPORT/PERFORMANCE REPORT

District or organization's annual report of performance of progress achieved

Requirement: submit 2 copies

CALENDAR

Comprehensive schedule of events, containing general information and specific dates for school (and community) activities; issued to parents, students and others

Requirement: submit 2 copies

CLASSROOM PUBLICATION (generated by teacher)

Used to inform parents, community or staff about a specific classroom project or program

Requirement: submit only 2 issues, 2 copies of each

COMMUNITY NEWSLETTER

Published at least three times and distributed to the majority of community members

Requirement: submit only 2 issues, 2 copies of each

BUILDING NEWSLETTER

Disseminated to parents and patrons of the specific building

Requirement: submit only 2 issues, 2 copies of each

INTERNAL NEWSLETTER

Disseminated specifically to employees

Requirement: submit only 2 issues, 2 copies of each

ELECTRONIC NEWSLETTER

Published periodically, external or internal

Requirement: submit only 2 issues, 2 copies of each (paper copies or complete files on a CD-ROM)

TOLERANCE AND DIVERSITY COMMUNICATION PROJECT

Used to demonstrate the district's awareness of and sensitivity to issues of tolerance and diversity, and an inclusive, accepting environment for all students, families, and community members.

MARKETING MATERIAL

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

Requirement: submit 2 copies of materials

ELECTRONIC MEDIA

Videos, digital videos, or computer-generated presentations (e.g., Power Point) not to exceed 30 minutes per program

Requirement: submit 2 copies on separate VHS tape, CD or DVD

SPECIAL PURPOSE PUBLICATION/PROJECT

Possible entries – PSAs, posters, image or identity packages, print advertisement, referendum campaign

Requirement: submit 2 copies of entire project or campaign

HANDBOOK

Issued for students, staff, or parents to acquaint them with school/agency rules, procedures, and operations

Requirement: submit 2 copies of each handbook entered

WEB SITE

Requirement: submit 2 paper copies of the home page with complete Internet address
