



Spectrum Awards 2010

27th Annual Spectrum Awards

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 projects. Showcase your achievements. Be recognized for your creativity and efforts. Get constructive feedback about your communication efforts. Consider entering today.

Eligibility:

- 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 (August 6, 2010).
- The communication materials entered must have been produced between August 1, 2009 and July 31, 2010. See entry form for categories.

Judging:

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:

- **Please submit two copies of each entry. Entries will not be judged unless 2 copies are provided.**
- Attach a copy of the entry form to each entry. Binders are not required, but are encouraged.
- Submit audio entries on cassette or CD (windows).
- Submit audio-video entries on VHS, DVD or CD (windows).
- Submit web site entries by providing a print out of your homepage and the URL address, or CD (windows).
- Submit two separate issues of the newsletter or classroom publication. (**Note: only two issues will be judged. Please select your two best examples of your publication for submission and submit two copies of those two issues.**)
- Do not submit 3 dimensional items – a photo will suffice.
- Entries will be returned after awards are presented at the WSPRA fall conference on November 5, 2010.

Entry Fee:

The entry fee is \$25 per entry. Enclose a check or purchase order payable to WSPRA Spectrum Awards with each entry package.

Deadline:

Entries must be received -- not just post-marked -- no later than **Friday, August 6, 2010**. Send entries to Kristy Sipiorski, 3187 Pine Grove Road, Green Bay, WI 54311. **NO LATE ENTRIES WILL BE ACCEPTED. (Note new address to send entries.)**

Questions:

Contact Kristy Sipiorski at SIPIKA05@uwgb.edu.

Awards:

- Winners will be notified prior to the awards ceremony conducted November 5, 2010 at the WSPRA Fall Conference.
- 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."

A completed entry form must be attached to each entry. Mail all entries accompanied by fee or PO to:

WSPRA Spectrum Awards
Kristy Sipiorski
3187 Pine Grove Road
Green Bay, WI 54311

Spectrum Awards 2010 Entry Form

Make checks/purchase orders payable to: WSPRA Spectrum Awards

- Each entry must have an individual completed entry form attached to it.
- All entries must be accompanied by check or purchase order made payable to: WSPRA Spectrum Awards.
- All entries must be submitted by or sponsored by a WSPRA member.
- Entries must have been produced between August 1, 2009 and July 31, 2010.
- Previous entries are ineligible.

Entry Information (Please type or print clearly)

Submitter's Name		Telephone Number	
WSPRA Member (if different than above)			
(Email address of submitter and WSPRA member (required))			
District/Organization			
Address		City	WI Zip
Total amount submitted for all entries: \$ _____		[] Check	[] PO

Project Name

Completion of Project

Project was produced:

- In-house (with exception of printing and mailing)
- Partially out-sourced
- Completely out-sourced

Entry Classification

- School District (check one)
 - Fewer than 2,000 students
 - 2,000 – 4,000 students
 - More than 4,000 students
- Educational Agency
- Cooperative Education Service Agency (CESA)
- Wisconsin Department of Public Instruction
- Post-secondary Institution
- Other: _____

Entry Categories (category descriptions)

Print Projects

- Annual Report/School Performance Report
- Calendar

The following entry categories must include the one-page description described below:

- Classroom Publications (Teacher generated)
- Newsletter
 - Community
 - Building
 - Internal
 - Electronic
- Tolerance and Diversity Communication Project
- Marketing Material
- Electronic Media (check one)
 - audio
 - audio-visual
- Special Purpose Publication/Project
- Handbook
- Web site

Please attach the following information on a one-page summary with entry form:

1. Project Name
2. Target Audience (s)
3. Budget
4. Goals and Objectives
5. Research and Planning
6. Execution
7. Project Information
8. Evaluation*

*Examples of methods to evaluate the effectiveness include things such as more hits to Web site, increased phone calls, survey results, information from listening sessions, or other methods, in addition to quantified anecdotal information.

**Entries must be received
by August 6, 2010.**

No late entries will be accepted.

**Entry form and Category Description are
also available on the Web site at wspra.org.**