

Chapter Recognition Programs and Publications Contests

This tip sheet contains information about the ASPRA and COSPRA chapter awards

Titles: ASPRA*tions Awards recognize standards of excellence in public relations. COSPRA Communications Excellence Awards recognize outstanding communications and public relations work by schools, districts and educational agencies and associations. Three award categories: Medallion, Golden Achievement and Publications and Electronic Media.

Categories and Criteria: Both chapters break the awards down by school/district size.

ASPRA:

School District for Overall Excellence in Public Relations

School District for Excellence with a Specific Program

Governing Board Member for Contributions to Public Education

Superintendent for Contributions to Public Education

Individual for Contributions to Public Education

Government Official for Contributions to Education

News Media for Excellence in Education Reporting of a Story or Series on a Particular Topic – Print and Broadcast Media

News Media for Consistent and Accurate Reporting on Education

Business, Foundation, or Civic/Community Organization for Contributions to Public Education

Multicultural Relations

Entries must include a 200 or less word summary, which is used to prepare the awards script.

COSPRA:

Medallion Award is for comprehensive, well-planned public relations programs that address internal and external audiences with a mix of effective methods.

Golden Achievement Award is for projects that represent an aspect of the overall public relations program.

Publications and Electronic Media Awards are for individual publications and electronic media productions.

Annual Report

Calendar

E-Newsletter/E-Newspaper

Finance Publication

Handbook

Identity/Image Package

Marketing Materials/Campaigns

Newsletter/Newspaper

Print Advertisements

Photography

Special Purpose Publication

Special Purpose Video Production

Television Programming

Writing

Internet/intranet Web site

Eligibility and Fees:

ASPRA: members only, \$10 per entry

COSPRA: Medallion, \$40 member, \$50 non-member; Golden Achievement and

Publications/Electronic Media: \$25 member, \$35 non-member

Timeline:

ASPRA: announce deadline at first and subsequent meetings; mail brochures to members, post on chapter Web site six weeks before deadline. Deadline January 25, 2008; entries mailed to another chapter within one week with a spreadsheet by category. Chapter has six weeks to distribute, judge and return the awards.

COSPRA: prepare call for entries brochure in September; mail brochures in December. Deadline February 12, 2008; mail to another chapter, entries returned in late February.

Judging: The chapters from Arizona, Colorado, Iowa, Kansas and Oklahoma take turns judging each other's entries, to ensure lack of bias. An actual schedule is created and shared with each chapter president.

ASPRA: Entries are judged on the criteria, not against other entries, so there may be multiple awards.

COSPRA: Medallion and Golden Achievement Awards are judged against the criteria, not other entries; Publications/Electronic Media are judged against the criteria and other entries.

Rubric: A copy of COSPRA's rubric is available for viewing at this session. Those judging ASPRA*tions Awards do so using the criteria for each category.

Presentation:

ASPRA presents its awards at the annual Superintendents' Luncheon (May 2, 2008), which brings additional visibility to winners. Plaques are given for Awards of Excellence and Awards of Merit; individuals who receive awards all receive Awards of Excellence. COSPRA presents its awards at its annual conference (April 25, 2008) Medallion Award winners receive a plaque; Golden Achievement and Publications/Electronic Media receive a certificate suitable for framing.

Judi Willis, APR
Public Relations Officer
Paradise Valley Unified School District
15002 N. 32nd Street
Phoenix, AZ 85032
Phone: (602) 449-2001
jwillis@pvschools.net
July 6, 2008