



2022
nspra
NATIONAL
SCHOOL
COMMUNICATION
AWARDS

**Earn national
recognition for
your school
communication
efforts!**

Adobe ©ShunTerra

Submit your entry at www.nspra.org/award-apply



**ENTRY
DEADLINE
MARCH 28, 2022**
*Recognizes superior
school public relations
programs and campaigns
grounded in strategic
communication
best practices*



**ENTRY
DEADLINE
MARCH 28, 2022**
*Recognizes outstanding,
strategic work in all
aspects of school PR,
communications, marketing
and engagement*



**ENTRY
DEADLINE
APRIL 4, 2022**
*Recognizes outstanding
print and digital work in
school communications*



GOLD MEDALLION AWARDS

**Entry deadline:
MARCH 28, 2022**

**Fee per entry:
\$175 for members
\$235 for non-members**

The National School Public Relations Association's Gold Medallion Award is the top competition in North America recognizing superior educational public relations programs grounded in strategic communications and best practices.

Each entry is judged individually and against other entries within the same category, evaluated for its research, planning, implementation and evaluation (RPIE) strategic process. Programs/projects/campaigns must have been underway or completed between March 2021 and the contest deadline of March 28, 2022.

Note: For submitted Bond/Finance Campaign entries, all vote results need to be completed by the deadline to be eligible for an award this calendar year.

Winning entries will be recognized nationally and presented with Gold

Medallions at the NSPRA 2022 National Seminar in Chicago.

GOLD MEDALLION CATEGORIES

- Bond/Finance Campaign
- Comprehensive, Strategic, Year-Round Communication Program
- Crisis Communication Campaign (all types of crises, including COVID-19)
- Marketing Communication Campaign
- Public Engagement/Parental Involvement Campaign
- Special Communication Project/Campaign

Before preparing your entry, please review the 2021 winners at www.nspira.org/awards/gold-medallion-winners for examples of previous winning entries.



GOLDEN ACHIEVEMENT AWARD

Entry deadline:
MARCH 28, 2022

Fee per entry:
\$85 for members
\$125 for non-members

NSPRA's Golden Achievement Award recognizes outstanding, strategic work in all aspects of school public relations, communication, marketing and engagement.

Each entry is judged individually (not against other entries) based on strategic best practices, good writing and against the RPIE strategic process. Entries must have been underway or completed between March 2021 and the entry deadline of March 28, 2022.

Golden Achievement winners will be recognized at the NSPRA 2022 National Seminar in Chicago and receive an award certificate by mail.

ENTRY ELIGIBILITY

There are no specific categories for entries in the Golden Achievement Award contest, but following are examples of programs, projects, campaigns and activities to consider entering:

- Community outreach and public engagement initiatives
- Parent involvement campaigns/programs
- Marketing/branding campaigns
- Bond/finance election campaigns
- Internal communication programs
- Staff and student recognition programs
- School safety and wellness programs
- Crisis communication and response
- Customer service programs
- Education advocacy programs/coalitions



PUBLICATIONS AND DIGITAL MEDIA EXCELLENCE AWARDS

Entry deadline: **APRIL 4, 2022**

Fee per entry: \$85 for members
\$125 for non-members

NSPRA's Publications and Digital Media Excellence Awards recognize outstanding education publications, e-newsletters, digital media programs, radio/TV/video programs, social media, infographics, blogs and websites.

Prizes are awarded according to publication or digital media type, and organization type and size. Entries are judged on their overall excellence as well as quality as compared to other entries in the category. Enter only materials produced since March 2021. Previous entries may not be re-entered.

Award of Excellence winners will be recognized at the NSPRA 2022 National Seminar in Chicago and receive an award certificate by mail.

CATEGORIES

- Annual Report
- Audio/Podcast
- Blog
- Branding/Image Package
- Calendar
- Excellence in Writing
- Finance Publication
- Handbook
- Infographic
- Internet/Intranet website
- Magazine
- Marketing Materials (Print, Digital)
- Newsletters (Print, Digital)
- Social Media
- Special Purpose Publication
- Video (produced in-house or with an outside contractor)

The top award in each category is the Award of Excellence. Awards of Merit and Honorable Mentions are also given in each category.

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 NATIONAL
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Pattonville Schools
 @PattonvilleSD

Pattonville's school-community relations department earned @NSPRA's highest award for the second year in a row. The Gold Medallion is the only national award that specifically recognizes comprehensive, strategic school public relations programs. READ MORE: bit.ly/psdNSPRA21




Mesquite ISD
 @mesquiteisdtx

Brag alert: the Mesquite ISD communications department has been awarded a Gold Medallion from @NSPRA for the @MISDVanguardHS #DiscoverVanguard marketing campaign. This is the top award in the nation for school public relations. #MISDExcellence

NSPRA @NSPRA · Jun 9, 2021
 Congratulations to the five districts that earned a Gold Medallion! NSPRA's Gold Medallion awards program is the only national awards competition that specifically recognizes comprehensive, strategic #schoolPR programs. nspra.org/awards/gold-me...

Congratulations to the 2021 Winners!



Janson Silvers
 @JansonL.Silvers

The @GCSchoolsNC communications team brought back our Gold Medallion awards from @NSPRA this weekend! Our team was 1 of only 5 winners across the country. Truly a monumental effort from the entire district to get a bond effort passed!



Catherine Kadrijan, APR (She/Her)
 @catokad

Congratulations @Nicholasdglenn & @NSSD112 for your @NSPRA Gold Medallion! #NSPRA2021



Submit today at
www.nspra.org/award-apply

Entries may be submitted in each program by public school systems, charter schools, private schools, community or vocational/technical colleges, state/national education groups, education service agencies (ESA), intermediate units (IU), boards of cooperative educational services (BOCES), and any agency, consultant or business in partnership with any of the aforementioned education entities.