

# CALL FOR ENTRIES

## Spectrum Awards 2013



### 30TH 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 (July 12, 2013).
- The communication materials entered must have been produced between July 13, 2012 and July 12, 2013. 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. Entries will NOT be returned.**
- Attach a copy of the entry form to each entry. Binders are not required, but are encouraged.
- Submit audio entries on CD (Windows).
- Submit audio-video entries on DVD or CD (Windows).
- Submit website 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.

#### ENTRY FEE

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

#### DEADLINE

Entries must be received -- not just post-marked -- in the Wisconsin Association Management office no later than **Friday, July 12, 2013**. NO LATE ENTRIES WILL BE ACCEPTED.

#### QUESTIONS

Please call 414-215-9777 / [heather@wamllc.net](mailto:heather@wamllc.net) for information about your entry.

#### AWARDS

- Winners will be notified prior to the awards ceremony conducted November 7-8, 2013 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."

# WSPRA SPECTRUM AWARDS 2013 ENTRY FORM

**A COMPLETED ENTRY FORM MUST BE ATTACHED TO EACH ENTRY. MAIL ALL ENTRIES TO:**

## WSPRA Spectrum Awards

Wisconsin Association Management

ATTN: Heather Westgor

11801 W. Silver Spring Drive, Suite 200, Milwaukee, WI 53225

- Each entry must have an individual completed entry form attached to it.
- All entries must be submitted by or sponsored by a WSPRA member.
- Entries must have been produced between July 13, 2012 and July 12, 2013.
- Previous entries are ineligible.



## ENTRY INFORMATION (PLEASE TYPE OR PRINT CLEARLY)

Submitter Name: \_\_\_\_\_

WSPRA Member (if different from above): \_\_\_\_\_

E-mail Address of Submitter & WSPRA Member (Required) \_\_\_\_\_

District/Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/ZIP: \_\_\_\_\_

Telephone Number: \_\_\_\_\_

Total # of Entries Submitted: \_\_\_\_\_

Project Name: \_\_\_\_\_

### Completion of Project

Project was produced:

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

- Electronic Media (check one)
  - audio
  - audio-visual
- Special Purpose Publication/Project
- Handbook
- Website

### 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: \_\_\_\_\_

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 website, increased phone calls, survey results, information from listening sessions, or other methods, in addition to quantified anecdotal information.*

### Entry Categories (Category Descriptions)

ALL categories must include a one-page summary.

#### Print Projects

- Annual Report/School Performance Report
- Calendar
- Classroom Publications (Teacher generated)
- Newsletter
  - Community
  - Building
  - Internal
- Electronic
- Tolerance and Diversity Communication Project
- Marketing Material

**Entries must be received in the WAM Office  
by Friday, July 12, 2013.**

***No late entries will be accepted.***

Entry form and Category Description are also available  
on the website, [www.wspra.org](http://www.wspra.org).