

Mark of Excellence : Publications Contest

Eligibility

Any Ohio school district or education-related organization may enter the contest. Entries must have been published or created for the first time between July 1, 2006 and December 31, 2007.

Criteria for Publications

Each entry's content and artwork must be original. Each newsletter entry must be comprised of three issues of that newsletter. An entry form or copy must be completed and affixed to each entry. There is no limit to the number of entries a district or organization may submit. Judges will look for excellence in each category listed below. *Please note: Judges, comprised of NSPRA/Ohio members and other communication experts, are selected based on areas of individual expertise. Judging standards provided for each category are not comprehensive and should be used as basic guidelines only.*

- Content – clear and appropriate for target audience
- Design – easy to read; appropriate layout; clear, interesting and typo-free writing
- Graphics, Artwork, Photography – appropriate and enhancing to publication
- Paper, Ink, Printing – appropriate and enhancing readability

A score of 80% or higher will earn the Mark of Excellence. A score of 90% will earn the Best of the Best Award. **Entries will not be returned; Best of the Best award winners will be kept for display at the 2008 OSBA conference.**

Deadline

Entries must be postmarked by **January 11, 2008**. Entries postmarked after that date will not be considered. Entries will not be returned. An entry form must accompany each entry. Duplicate form if necessary for multiple entries. Submit all entries and checks to:

NSPRA/Ohio
Awards & Contests
PO Box 664
Reynoldsburg, OH 43068

Questions?

Contact Melissa Fowler, NSPRA/Ohio VP of Contests & Awards, at mfowler@dps.k12.oh.us.

Judging

Judging will be based on a set of predetermined criteria. A score of 80% will earn a Mark of Excellence Award. A score of 90% will earn a Best of the Best Award.

Entries will be judged in one of two design categories:

- In-house: Publications created by in-house staff
- Professional: Publications created by a paid consultant and/or graphic artist

Recognition

Organizations that win a publications Mark of Excellence Awards will:

- Receive a certificate at the NSPRA/Ohio Spring Conference
- Have winning publications, along with the name of the person who submitted the entry and the editor, displayed at the Spring Conference
- Have permission to place the NSPRA/Ohio Mark of Excellence logo on future issues of winning publications for one year

Entry Fees

For NSPRA/Ohio members, each entry is \$30. For non-members, each entry is \$30 plus \$60 for NSPRA/Ohio membership (the membership fee is a one-time annual fee). Entry fees may be paid by check or money order. Please make payable to NSPRA/Ohio.

Purchase orders will not be accepted. Entries that do not include fee payment will be ineligible for competition.



Mark of Excellence : Publications Contest Entry Form

Type of agency submitting entry
(check one)

- School district
- Individual school building
- State agency
- Education association

School district enrollment

- 2,500 below
- 2,501-7,500
- 7,501 & up

Design category

- In-house
- Paid graphic designer/consultant

Type of Entry

(check one per entry)

- Annual Report
- Calendar
- Finance Publication
- Newsletter (3 issues)
 - Internal
 - External
- Special Purpose Publication
(Explain Use)

Name of person submitting entry: _____

Publication's name: _____

Name of publication's editor: _____

School district: _____

Address: _____

City/State/Zip: _____

Telephone: _____ Fax: _____

Email: _____

Include:

A check or money order for \$30 for each entry if you are an NSPRA/Ohio member and \$30 plus \$60 NSPRA/Ohio annual dues per entry for non-members (the dues are a one-time payment). One check may be submitted for the total of all entries. Please make checks payable to NSPRA/Ohio.

- **Purchase orders will not be accepted.**
- **Entries that do not include fee payment will be ineligible for competition.**

Mail:

Entries postmarked by **January 11, 2008** to:
NSPRA/Ohio
Awards & Contests
PO Box 664
Reynoldsburg, OH 43068