

2008 Annual School Communications Competition

It is easy to overlook the school board's role in public relations. But good public relations can strengthen ties with parents, advance student achievement, and forge community support for the schools.

NJSBA's Communications Competition is designed to honor school districts that have demonstrated their commitment to public education through exemplary publications and public relations programs.

SUBMISSION REQUIREMENTS

- The annual NJSBA School Communications Competition is open to member New Jersey school districts only.
 - All entries must be received at NJSBA headquarters in Trenton no later than 5 p.m. on Friday, August 1, 2008.
 - Entries will be judged on the following: excellence in appearance, writing and concept; editing; layout/design; art/photography; printing; and informational and educational value.
 - All entries must have been published or produced for use between August 1, 2007 and July 31, 2008.
 - Awards of Excellence and Awards of Merit will be given to outstanding entries; however, the judge reserves the right to declare no Awards of Excellence or Awards of Merit in any category and/or class. A limited number of entries may receive Honorable Mention Awards. Winners will be notified as soon as possible after judging.
 - A \$25 entry fee will be required with each submission, except for school exhibits.
 - Entries will not be considered unless the entry form is complete.
 - Entries will not be returned unless specifically requested.
 - An awards ceremony for all categories will take place at the Annual Workshop. Only Awards of Excellence will be presented. Awards of Merit and Honorable Mention Awards will be mailed to the winning school districts.
 - Entries that do not adhere to all of the rules outlined above will be disqualified.
- To enter, complete an entry form and return to NJSBA with your project no later than August 1, 2008**

ENTRY FORM

Please indicate the appropriate category and attach your publication to this entry form. You may duplicate this entry form for additional entries.

Publication/Program Title _____

Primary Audience _____

Name of Person Submitting Entry _____

Title _____

E-Mail Address _____

Phone _____

Address _____

City _____

State _____ Zip _____

County _____

Superintendent of Schools _____

Board President _____

School District _____

Amount Enclosed: \$_____ (A \$25 entry fee will be required with each submission, except school exhibits.)

Categories

Please indicate the category of the entry you are submitting and attach your publication to this form. You may duplicate this entry form for additional entries.

- Category A Annual Report
- Category B Audio-Visual Media
- Category C Finance Publications
- Category D Calendars, Information Guides and Handbooks
- Category E Magazine - Districts entering must submit three consecutive issues.
- Category F Newsletter/Tabloid - Districts entering must submit three consecutive issues.
- Category G Public Relations Projects Other Than Publications
- Category H Special Purpose Publication - Includes any district publication other than those designated in categories A, and C through F.
- Category I Web Site - Must attach a screen shot of the district home page including the Web site address
- Category J Workshop Exhibit (No entry fee required)

Class

Each category will be divided into six classes according to the type and size of the school district submitting the entry. Please check entry class of school district below:

- Class I: Elementary and/or intermediate only
- Class II: Secondary only
- Class III: K-12 with an enrollment of 4,500 or less
- Class IV: K-12 with an enrollment of more than 4,500
- Class V: Educational Services Commission/Jointure Commission

Please make check payable to: New Jersey School Boards Association. Mail entry form, submission and entry fee to: Lisa Deon, New Jersey School Boards Association, 413 W. State Street, P.O. Box 909, Trenton, NJ 08605-0909. Telephone: 1-888-886-5722, ext. 5209