



# AWARDS BANQUET

IOWA SCHOOL PUBLIC RELATIONS ASSOCIATION



Thank you!

**Blackboard<sup>®</sup>**

Sponsor of Awards Banquet



127 Entries  
18 Districts/Organizations  
19 Judges



# ADVERTISING

Social Media/TV/Radio/Print ads or campaign designed to market an individual school, program or the district to potential families or recruit staff and business partners.

## AWARD OF EXCELLENCE

- **Charles City Community School District**  
Listen to Our Parents
- **Council Bluffs Community School District**  
Welcome to Kindergarten
- **Dubuque Community School District**  
Join Our A+ Team
- **Iowa City Community School District**  
“Join Our Team” Campaign
- **Waterloo Community Schools**
  - Lowell Elementary #WaterlooProud
  - Kittrell Elementary #WaterlooProud
  - Waterloo Schools Career Counseling Campaign
  - Equity in Education

# BLUE & GOLD AWARD

## ADVERTISING



**Bondurant-Farrar Community  
School District**

*Why Bondurant-Farrar?*



**IOWA CITY  
COMMUNITY  
SCHOOL DISTRICT**

**Child-Centered : Future-Focused**

**Iowa City Community  
School District**

*ICCSA Online Learning Program Promotion*



# ANNUAL REPORT

Published yearly to summarize goals, activities and achievements.

## AWARD OF EXCELLENCE

- **Charles City Community School District**  
Stakeholders of Charles City Community Schools
- **Iowa City Community School District**  
Foundation Spring Impact Report



# APP

A customized software application designed to run on mobile devices such as smartphones and tablet computers. Branded with school identity system and used to help promote or aid communications efforts of a district, school or program.

Available in Google Play and App Store.

## AWARD OF EXCELLENCE

- **Fort Madison Community School District**  
FMCSA App



# BOND/FINANCE CAMPAIGN

Information about tax levies, bond issues, budgets and other financial topics. Single or series of publications accepted.

## AWARD OF EXCELLENCE

**Iowa City Community School District**  
PPEL and Bond Campaign



# BLUE & GOLD AWARD

BOND/FINANCE CAMPAIGN



**Des Moines Public Schools**

*Smart Planning for Des Moines Schools*

*(RPS)*





# BRANDING/IMAGE PACKAGE

Logos, banners, stationery and other graphic treatments for a package of materials. These will be judged for creativity, consistency, unity, graphic design, clarity and overall image and brand.

## AWARD OF EXCELLENCE

- **Cedar Rapids Community School District**  
CRCSD Branding/Image Package
- **Charles City Community School District**  
Branding
- **Heartland AEA**  
Spatial Branding: Carroll Regional Office

# BLUE & GOLD AWARD

## BRANDING/IMAGE PACKAGE



**Des Moines Public Schools**

*COVID-19: Wearing is Caring*



**Dubuque Community  
School District**

*Bryant Elementary School  
Mascot Identity*



**Sioux City Community  
School District**

*VIBE Academy Brand Launch*





# COMMUNICATION PLAN

Includes an executive summary, situation analysis, goals and objectives, desired accomplishments, target audience, main communication channels, key messages, budget, strategies, main tactics, positioning, monitoring and who will be involved in the implementation.

## AWARD OF EXCELLENCE

- **Linn-Mar Community School District**  
Linn-Mar Strategic Communications Plan

# BLUE & GOLD AWARD

## COMMUNICATION PLAN



**Ankeny Community  
School District**

*Ready, Set, Enroll*





# CRISIS COMMUNICATION & RESPONSE

Create a thorough plan detailing the steps needed to prepare for a potential crisis, how to respond during a crisis and how to treat the event post-crisis

## AWARD OF EXCELLENCE

- **Charles City Community School District**  
Bus Rollover



# E-NEWSLETTER

External or internal, published periodically. Two different issues must be submitted to qualify as one entry.

## AWARD OF EXCELLENCE

- **Bondurant-Farrar Community School District**  
Bondurant-Farrar e-Briefing
- **Linn-Mar Community School District**  
Linn-Mar February Newsletters

# BLUE & GOLD AWARD

E-NEWSLETTER



Cedar Rapids  
Community School District

*Every Learner. Future Ready.*

**Cedar Rapids Community  
School District**

*Future Ready Today*

**ISRA** Iowa School  
Public Relations  
ASSOCIATION





# EXCELLENCE IN WRITING

One article from a newsletter, newspaper op-ed piece, editorial or speech; 500 to 5,000 words; judged for clear, concise and vibrant writing.

## AWARD OF EXCELLENCE

- **Ames Community School District**
  - Quinn's Closet
  - Translation Services
- **Dubuque Community School District**

Editorial: This school year must include looking to the future



# HANDBOOK

General information about policies and regulations, issued to students, parents and staff and a significant design and/or layout update within the last school year.

## AWARD OF MERIT

**Charles City Community School District**  
PreK-4 Handbook



# INFOGRAPHIC

Visual representation of important content designed in a quick, impactful way.

## AWARD OF MERIT

**Bondurant-Farrar Community School District**  
Grade Reconfiguration



# INFOGRAPHIC

Visual representation of important content designed in a quick, impactful way.

## AWARD OF EXCELLENCE

- **Des Moines Public Schools**  
School staff, families
- **Iowa City Community School District**  
Online School Snapshots



# NEWSLETTER/ NEWSPAPER/ MAGAZINE

External or internal, printed and published periodically. Two different issues of a newsletter (i.e., two different months, quarters, etc.) must be submitted to qualify as one entry.

## AWARD OF EXCELLENCE

**Ames Community School District**  
Amazing Magazine

# BLUE & GOLD AWARD

NEWSLETTER/NEWSPAPER/MAGAZINE



**Council Bluffs Community  
School District**

*Achieve Magazine, Summer Issue*





# PHOTOGRAPHY

Capture creative images that are essential to a story or campaign.

## AWARD OF MERIT

- **Council Bluffs Community School District**  
High School Graduation
- **Des Moines Public Schools**  
Hubbell Dream Walk
- **Waterloo Community Schools**  
Reynaldo, Bunger #WaterlooProud Photo



# PHOTOGRAPHY

Capture creative images that are essential to a story or campaign.

## AWARD OF EXCELLENCE

- **Des Moines Public Schools**
  - Vaccinated ... and Fabulous
  - Class of 2035
  - Crowned as Queen
  - Graduation Celebration
- **Linn-Mar Community School District**

LM Students are Making Waves in the Aquatic Center
- **Waterloo Community Schools**
  - Semaje, Irving #WaterlooProud Photo
  - Nhi'Yiel, Lowell #WaterlooProud Photo
  - Janae, Waterloo Career Center/Culinary #WaterlooProud Photo
  - Celebration, Kingsley #WaterlooProud Photo
  - Kingslee, Bunger #WaterlooProud Photo



# BLUE & GOLD AWARD

PHOTOGRAPHY



**North Scott Community**

**School District**

*Telling Our Story*

**ISRA** Iowa School  
Public Relations  
ASSOCIATION



# PODCASTING/ AUDIO

Message board information, news releases/bulletins, promotional announcements, public service announcements; judged for professional quality, sound, content. Include an explanation of how and why the podcast/audio is being used and the outcomes achieved. Limit each entry to a single recording, program or project.

## AWARD OF EXCELLENCE

- **Ames Community School District**  
Amazing Education Podcast
- **Waukee Community School District**  
Talk the Wauk - Featuring Bailie Kroll and Tommy Stroud



# PUBLIC ENGAGEMENT

Describe the myriad of ways in which the activity and benefits of a certain development can be shared with the public, involving interaction and listening, with the goal of generating mutual benefit.

## AWARD OF EXCELLENCE

- **Ankeny Community School District**  
Community Conversation on Mental Health
- **Charles City Community School District**  
Sportsmanship Goes Viral
- **Dubuque Community School District**  
Online Registration



# SOCIAL MEDIA

Communication efforts or campaigns using Facebook, Twitter or other social media outlets. Include a one-page explanation of how and why the social media is being used and the outcomes achieved.

## AWARD OF EXCELLENCE

- **Fort Madison Community School District**
  - FMCSO Facebook
  - FMCSO Instagram
- **North Scott Community School District**  
Social Media Series: Meet the NEW Teacher!
- **Sioux City Community School District**  
SCCSD School Choice Week - Social Media Campaign
- **Waterloo Community Schools**
  - Carver #WaterlooProud Social Media

# BLUE & GOLD AWARD

## SOCIAL MEDIA



### **Waterloo Community Schools**

*#LoveLeadsLowell Campaign,  
Lowell Elementary  
#WaterlooProud*



### **Sioux City Community School District**

*5 Days of Joy Social Media  
Campaign*



# SPECIAL PROJECT WEBSITE/BLOG

Special purpose or short-term project websites that supports district/school communication efforts. Submit URL and analytics.

## AWARD OF EXCELLENCE

- **Sioux City Community School District**  
SCCSD Believe. Achieve. Succeed. (Blog)



# SPECIAL PURPOSE

Special Purpose (Brochure, Poster, Partnership/Collaboration, or material not included in other category)

## AWARD OF EXCELLENCE

- **Ames Community School District**
  - Translation Process
  - Ankeny Community School District's Strategic Plan poster: Designing the Future. Together.
- **Des Moines Public Schools**
  - #DMPStrong
  - Iowa Athletic Conference Logos
  - Rolling Billboards
  - Advanced Learning Logo
- **Dubuque Community School District**
  - Lumen Social Emotional Learning Training Program
  - VERTEX Future Finder Events



# SPECIAL PURPOSE

Special Purpose (Brochure, Poster,  
Partnership/Collaboration, or  
material not included in other  
category)

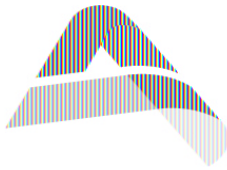
## AWARD OF EXCELLENCE

- **Fort Madison Community School District**  
FMCSA Brochure
- **Heartland AEA**
  - Branding & Style Guide
  - Your Guide to Communicating About Heartland AEA (Staff Communications Guide)
- **Iowa City Community School District**
  - Standing Strong for Public Education
  - Grow Our Own Program Logo
  - Foundation Fall Mailing
- **Sioux City Community School District**  
SCCSD PBIS Videos - Special Purpose Project



# BLUE & GOLD AWARD

SPECIAL PURPOSE



Ames  
community school district

**Ames Community School  
District**

*ACSD150 Project*



**Charles City Community  
School District**

*Working & Thriving in Charles City*



# VIDEO (LONG)

Minutes or longer. Programs designed for websites, video newscasts, special events, mobile apps, etc.

## AWARD OF MERIT

**Ames Community School District**  
Ames High Construction Inside Look



# VIDEO (LONG)

2 Minutes or longer. Programs designed for websites, video newscasts, special events, mobile apps, etc.

## AWARD OF EXCELLENCE

- **Des Moines Public Schools**
  - Preschool Benefits
  - New DMPS employees
- **Dubuque Community School District**  
Kennedy Elementary Library Fundraiser and Donation
- **Fort Madison Community School District**
  - What Makes You Proud to Be a Bloodhound
  - County Seat Victory
- **Iowa City Community School District**  
Teacher Appreciation Video
- **Linn-Mar Community School District**  
A Day in Kindergarten
- **Sioux City Community School District**  
SCCSD Summer Reading Series Video - Long



# VIDEO (LONG)

2 Minutes or longer. Programs designed for websites, video newscasts, special events, mobile apps, etc.

## AWARD OF EXCELLENCE

- **Waterloo Community Schools**
  - Irving Elementary #WaterlooProud
  - Lowell Construction Update Video Long
  - Daniel Carr, Cross Country Feature Video Long
- **Waukee Community School District**  
Basketball for All - South Middle School Associate Starts Club for Students

# BLUE & GOLD AWARD

VIDEO (LONG)



**Des Moines Public Schools**

*Student Voices for Leadership Institute  
Conference*



**Dubuque**  
COMMUNITY SCHOOLS

**Dubuque Community School**

**District**

*Staff School-Year Kick-Off Video*

# BLUE & GOLD AWARD

VIDEO (LONG)



**Waterloo Community Schools**

*Gold Star Teachers 2021*



**Waukee Community School**

**District**

*Dear Veterans, Thank You*



# VIDEO (SHORT)

Less than 2 minutes. Programs designed for websites, video newscasts, special events, mobile apps, etc.

## AWARD OF EXCELLENCE

- **Cedar Rapids Community School District**  
Looking Good at Wright Elementary
- **Charles City Community School District**
  - Parent Testimonial
  - Charles City Vision Video
- **Des Moines Public Schools**  
Central Campus: Where Learning Leads to Earning
- **Dubuque Community School District**
  - Elementary School Teacher Day
  - 20th Anniversary of 9/11 Moment of Silence
- **Iowa City Community School District**  
School Nurse Appreciation Video



# VIDEO (SHORT)

Less than 2 minutes. Programs designed for websites, video newscasts, special events, mobile apps, etc.

## AWARD OF EXCELLENCE

- **Sioux City Community School District**  
SCCSD Sioux City Career Academy Video
- **Urbandale Community School District**  
#caring4U
- **Waterloo Community Schools**
  - Lincoln Sunshine Cart SHORT Video
  - Kingsley Elementary Leadership  
#WaterlooProud
- **Waukee Community School District**  
North West High School Facts



# BLUE & GOLD AWARD

VIDEO (SHORT)



**Charles City Community  
School District**

*Fall Hype Video*



# VIDEO SERIES

2 or more videos about the same topic.  
Length of videos can vary. Programs designed for websites, video newscasts, special events, mobile apps, etc.

## AWARD OF EXCELLENCE

- **Ankeny Community School District**  
2021 Strategic Plan Videos
- **Charles City Community School District**
  - Comet Leadership
  - Earn the Learning
- **Dubuque Community School District**
  - Respect Week 2022
  - Native American Heritage Month
- **Fort Madison Community School District**  
Today I Learned Series
- **Iowa City Community School District**  
We Have an App
- **Waterloo Community Schools**
  - Waterloo Career Center #WaterlooProud Video Series
  - West High #WaterlooProud Video Series
  - Bunger #WaterlooProud Video Series

# BLUE & GOLD AWARD

## VIDEO SERIES



**Des Moines Public Schools**

*2021 Commencement Highlight  
Videos*



**Dubuque**  
COMMUNITY SCHOOLS

**Dubuque Community  
School District**

*VERTEX Spotlight Series*



**Waukee Community  
School District**

*Making a Difference*





# WEBSITE

School district, building, or  
activity website.

## AWARD OF EXCELLENCE

- **Charles City Community School District**  
Charles City Community Schools Website
- **Fort Madison Community School District**  
Fort Madison Mobile Friendly Website
- **Great Prairie AEA**  
GPAEA.ORG
- **Iowa City Community School District**  
Website Redesign



**CONGRATULATIONS!**

THANK YOU FROM ISPRA



Thank you!

**Blackboard<sup>®</sup>**

Sponsor of Awards Banquet