



**20** IOWA SCHOOL PUBLIC RELATIONS ASSOCIATION  
**23** COMMUNICATIONS CONTEST

# AWARDS BANQUET

**ISRA** Iowa School  
Public Relations  
ASSOCIATION



Thank you!



ParentSquare

Sponsor of Awards Banquet

**ISRA** Iowa School  
Public Relations  
ASSOCIATION



**135 Entries**  
**19 Districts/Organizations**  
**14 Judges**  
(Arizona, Wisconsin, California, Washington)



# 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.



# ADVERTISING

## AWARD OF MERIT

- **Waterloo Community Schools**
  - Human Resources Ad
  - New Hire Template



# ADVERTISING

## AWARD OF EXCELLENCE

- **Ames Community School District**
  - Why Northwood
- **Bondurant-Farrar Community School District**
  - Support Staff Job Fair
- **Ottumwa Schools**
  - See Yourself Where You Can be Yourself
  - Be the Best
- **Waterloo Community Schools**
  - Obed #BeBold Radio & Courier Ad
  - LifeLab Mailer
  - MLK Ad

# BLUE & GOLD AWARD

## ADVERTISING

### **Sioux City Community Schools**

*Recruitment Campaign*

### **Waterloo Community Schools**

*Dr. Walter Cunningham School for Excellence #BeBold Campaign  
School Logos Revamp*

### **West Des Moines Community School District**

*You Belong HERE! Open Enrollment Marketing Campaign*





# 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.





APP

## AWARD OF EXCELLENCE

- **Fort Madison Community School District**
  - FMCSD App
- **Sioux City Community School District**
  - Sioux City Community Schools' Mobile App



# 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.

# BLUE & GOLD AWARD

## BRANDING/IMAGE PACKAGE

### **Bondurant-Farrar Community School District**

*Strengthening Our Brand Through Stationery*

### **Des Moines Public Schools**

*Come Here. Become Here.*

### **Waterloo Community Schools**

*#BeBold Logo Campaign*

### **West Des Moines Community School District**

*HERE! A Multi-Faceted Outreach Campaign to Combat Chronic Absenteeism*



# 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.



# COMMUNICATION PLAN

## AWARD OF EXCELLENCE

- **Ankeny Community School District**
  - Recruitment Marketing Communication Plan



# 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.



# CRISIS COMMUNICATION & RESPONSE



## AWARD OF EXCELLENCE

- **Sioux City Community School District**
  - Crisis Communication Plan



# E-NEWSLETTER

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





# E-NEWSLETTER

## AWARD OF EXCELLENCE

- **Fort Madison Community School District**
  - FMCSO Internal End of Trimester Newsletters
- **Ottumwa Schools**
  - Bulldog Bulletin

# **BLUE & GOLD AWARD**

**E-NEWSLETTER**

**Waterloo Community Schools**

*Waterloo Schools Staff E-Newsletter*

**West Des Moines Community School District**

*We are ALL WDMCS*





# 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.



# EXCELLENCE IN WRITING

## AWARD OF EXCELLENCE

- **Ames Community School District**
  - 50th Anniversary Boys Basketball Title
  - Cowbell
  - Madrigal Dinner
- **Ankeny Community School District**
  - Seven Reasons Why Now is a Good Time to Redo Your Strategic Plan
- **Dubuque Community School District**
  - Superintendent Farewell Editorial



# EXCELLENCE IN WRITING

## AWARD OF EXCELLENCE

- **Iowa City Community School District**
  - Van Allen's Karen Smith Treks Across the State, Bringing Awareness to Mental Health
  - Building Confidence Through the ACE Program
  - Troy Peters, The Mind Meddler
  - Strengthening Community Through Restorative Justice
  - Students Navigate Emotions and Stress with the NESTT
  - Carmen Gwenigale, Inspiring Global Citizenship in Iowa



# EXCELLENCE IN WRITING

## AWARD OF EXCELLENCE

- **West Des Moines Community School District**
  - Student-Driven 'RISE' Mural Unveiled at Valley High School

# BLUE & GOLD AWARD

## EXCELLENCE IN WRITING

### **Fort Madison Community School District**

*Community Support Specialist Role Adds Capacity to FMCS D*

### **Iowa City Community School District**

*Senior Spotlight Stories*

### **Waterloo Community Schools**

*Acknowledging & Acting on the Achievement Gap*

### **West Des Moines Community School District**

*Nobody Likes The Crust—Yet*



# INFOGRAPHIC

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





# INFOGRAPHIC

## AWARD OF EXCELLENCE

- **Fort Madison Community School District**
  - Monthly District Successes!
- **Sioux City Community School District**
  - Middle School Teaming Infographics
- **Waterloo Community Schools**
  - Strategic Plan (PACE) Revamp



# 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.



# NEWSLETTER/ NEWSPAPER/ MAGAZINE

## AWARD OF EXCELLENCE

- **Ames Community School District**
  - Amazing Magazine
- **Des Moines Public Schools**
  - TheWeek@DMPS
- **Nevada Community School District**
  - Community Newsletter



# PHOTOGRAPHY

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



# PHOTOGRAPHY

## AWARD OF MERIT

- **Des Moines Public Schools**
  - Commencement 2022



# PHOTOGRAPHY

## AWARD OF EXCELLENCE

- **Ames Community School District**
  - Hello From Northwood
  - Thumbs Up Performance
  - First Day of School
- **Des Moines Public Schools**
  - The Runway
  - CIML Takes Final Lap Around the Track
- **Fort Madison Community School District**
  - FMCSA Board Appreciation Tours
  - Groundbreaking Ceremony
- **Iowa Education for the Deaf & Blind: Iowa School for the Deaf**
  - I get it now!



# PHOTOGRAPHY

## AWARD OF EXCELLENCE

- **Ottumwa Schools**
  - Mini-Pitch Celebration
  - Thinker
  - Class of 2022
- **Waterloo Community Schools**
  - Mrs. Greer #BeBold Photo
  - Caizik #BeBold Photo
  - Jade #BeBold Photo
  - Kendyl #BeBold Photo
  - Mrs. Evans #BeBold Photo
  - Ta'Kari #BeBold Photo

# BLUE & GOLD AWARD

## PHOTOGRAPHY

**Des Moines Public Schools**

*Playtime*

**Dubuque Community School District**

*Dubuque Senior High School Madrigal Dinner*

**Ames Community School District**

*Big Fish Rehearsal*





# BLUE & GOLD AWARD



**Des Moines Public Schools**  
*Playtime*

# BLUE & GOLD AWARD



**Dubuque Community School District**  
*Dubuque Senior High School Madrigal Dinner*



# BLUE & GOLD AWARD



**Ames Community School District**  
*Big Fish Rehearsal*



# 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.



# PODCASTING/ AUDIO

## AWARD OF EXCELLENCE

- **Ames Community School District**
  - Amazing Education Podcast
- **Ankeny Community School District**
  - Ankeny Schools
- **Dallas Center-Grimes Community School District**
  - The Mustang Message - DCG Dance Team (Episode 10)



# 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.



# SOCIAL MEDIA

## AWARD OF MERIT

- **Ottumwa Schools**
  - Ottumwa Schools: Instagram



# SOCIAL MEDIA

## AWARD OF EXCELLENCE

- **Ames Community School District**
  - Why Northwood
- **Fort Madison Community School District**
  - FMCSO Facebook
  - FMCSO Instagram
- **Iowa City Community School District**
  - Teacher Appreciation Campaign
- **Ottumwa Schools**
  - Ottumwa Schools: Facebook
- **Waterloo Community Schools**
  - #BeBold Poster Collage
  - Lincoln Elementary #BEBOLD Campaign
  - School Closing Post
  - Coach Muhammad #BeBold Poster



# BLUE & GOLD AWARD

## SOCIAL MEDIA

**West Des Moines Community School District**  
*Valley High School Homecoming Week*

**Dubuque Community School District**  
*Goals for the Year*





# SPECIAL PROJECT WEBSITE/BLOG

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



# SPECIAL PROJECT WEBSITE/BLOG

## AWARD OF EXCELLENCE

- Des Moines Public Schools
  - DMPS Network Outages and Interruptions
- Fort Madison Community School District
  - FMCSA Construction Updates (Website)



# SPECIAL PURPOSE

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



# SPECIAL PURPOSE

## AWARD OF MERIT

- **Iowa Education for the Deaf & Blind: Iowa School for the Deaf**
  - It's About More



# SPECIAL PURPOSE

## AWARD OF EXCELLENCE

- **Ames Community School District**
  - Communications Handbook
- **Ankeny Community School District**
  - Ankeny Community School District DEI Framework brochure
  - Ankeny Community School District Strategic Plan Brochure 2022-2027
- **Council Bluffs Community School District**
  - Council Bluffs Abraham Lincoln Girls Track & Field Poster
- **Dubuque Community School District**
  - Kindergarten Sign-up



# SPECIAL PURPOSE

## AWARD OF EXCELLENCE

- **Fort Madison Community School District**
  - Finding Your Why: FMCSO Brochure
- **Great Prairie AEA**
  - #GPAEAPets
- **Iowa City Community School District**
  - Need Help? Campaign
- **Iowa Education for the Deaf & Blind: Iowa School for the Deaf**
  - We Appreciate Our Legislators
  - It's Your Move



# SPECIAL PURPOSE

## AWARD OF EXCELLENCE

- **Ottumwa Schools**
  - Be the Best Campaign
  - Top Workplace
- **Sioux City Community School District**
  - Sioux City Community School New Behavior Protocols Implementation
  - Read with Us Event
- **Waterloo Community Schools**
  - Growing Into Kindergarten Booklet





# VIDEO (LONG)

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



## VIDEO (LONG)

## AWARD OF EXCELLENCE

- **Des Moines Public Schools**
  - Come Here. Become Here. Join DMPS.
  - Healing Together, #ScarletStrong
  - Deaf Program Partakes in Taiko Workshop
- **Dubuque Community School District**
  - Together, We Can Achieve Anything
- **Iowa Education for the Deaf & Blind: Iowa School for the Deaf**
  - This is how we Thrive



VIDEO (LONG)

## AWARD OF EXCELLENCE

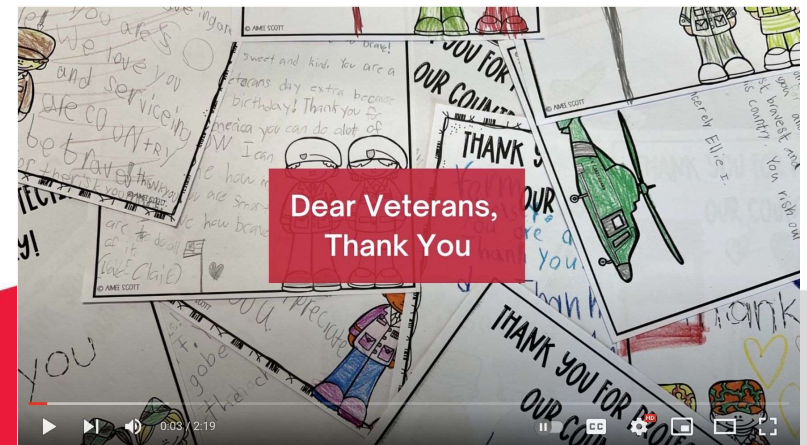
- **Sioux City Community School District**
  - Bus Driver Recruitment Video
- **Waterloo Community Schools**
  - Expo #BeBold Video
- **West Des Moines Community School District**
  - Celebrating Superintendent Dr. Lisa Remy

# BLUE & GOLD AWARD

VIDEO (LONG)

Dubuque Community School District  
*Say Something*

Dallas Center-Grimes Community School District  
*Veterans Day at DCG*





# VIDEO (SHORT)

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



# VIDEO (SHORT)

## AWARD OF MERIT

- **Waterloo Community Schools**
  - Hoover Middle School #BeBold Video
- **North Polk Community School District**
  - Comet Kudos: Valentine's Day Edition



# VIDEO (SHORT)

## AWARD OF EXCELLENCE

- **Dallas Center-Grimes Community School District**
  - Mouse Trap Cars at Oak View
- **Dubuque Community School District**
  - Fulton Elementary Farewell
- **Iowa City Community School District**
  - All in for ALL Students Video
  - Meet Our Ombuds Video



# VIDEO (SHORT)

## AWARD OF EXCELLENCE

- **Waterloo Community Schools**
  - #BeBold Campaign Rollout Video
  - Lincoln Elementary #BeBold Video
  - Lou Henry #BeBold Video
- **West Des Moines Community School District**
  - RISE Mural Unveiling



# BLUE & GOLD AWARD

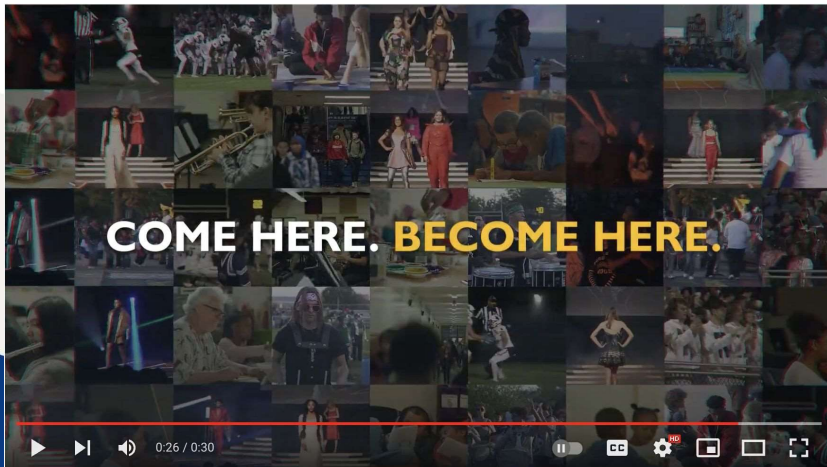
VIDEO (SHORT)

**Des Moines Public Schools**

*Come Here. Become Here.*

**Waterloo Community Schools**

*Welcome Back 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.



# VIDEO SERIES

## AWARD OF EXCELLENCE

- **Dallas Center-Grimes Community School District**
  - Associate Profile
- **Dubuque Community School District**
  - Sign Language Instructional Series
  - Teacher of the Year Series
- **Grant Wood AEA**
  - Tiny but Mighty



# VIDEO SERIES

## AWARD OF EXCELLENCE

- **Linn Mar Community School District**
  - State of the District
- **North Polk Community School District**
  - Catching up with the Comets
- **Waterloo Community Schools**
  - Becker Elementary

# BLUE & GOLD AWARD

## VIDEO SERIES

West Des Moines Community School District  
*Here!*





# WEBSITE

School district, building, or activity website.



# WEBSITE

## AWARD OF MERIT

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



# WEBSITE

School district, building, or activity website.

## AWARD OF EXCELLENCE

- **Ames Community School District**
  - New Ames CSD Website
- **Sioux City Community School District**
  - Website Rebuild – Careers Section



**2023** IOWA SCHOOL PUBLIC RELATIONS ASSOCIATION  
**COMMUNICATIONS CONTEST**



**SCAN ME**

**CONGRATULATIONS!**

THANK YOU FROM ISPRA BOARD