



OASIS Professional Development Program
 CALL FOR ENTRIES
 260 Democrat Drive
 Frankfort, KY 40601
www.ksba.org
 800-372-2962

DONE a GOOD JOB THIS Year?
 TIME TO JUMP FOR JOY!



Enter the 16th Annual OASIS Professional Development Program
 (Details inside)

YOU CELEBRATE YOUR STUDENTS WHEN THEY ACHIEVE.
 DON'T MISS YOUR CHANCE
 FOR a VICTORY DANCE

Enter your communications work in the *Outstanding Achievement in School Information Services* professional development program and be honored among your peers at the annual KYSPRA conference.

16th annual KSBA/
 KYSPRA
 OASIS Professional
 Development
 Program

Sponsored by the Kentucky
 School Boards Association
 and the Kentucky School
 Public Relations Association



Outstanding Achievement
 in School Information Services



What is the OASIS (Outstanding Achievement in School Information Services) Professional Development Program all about?

- Keeping the general public informed about schools
- Shining the spotlight on solid teaching and learning
 - Building support for challenges or special needs for students
 - Crafting an accurate image of achievement, leadership and management
 - Giving parents new opportunities for greater involvement in their children's education

Awards? Yes. Public acknowledgement of quality work? Absolutely. A trip to the White House for special recognition ceremonies? OK, we made that one up.

The 16th annual OASIS collaboration between the Kentucky School Boards Association (KSBA) and the Kentucky School Public Relations Association (KYSPRA) is a unique opportunity for validation, expert review and an opportunity to gain ideas on how to make a good communications product or program even better.

All entries submitted in the OASIS program are judged by panels of professionals in school and/or government communications who understand about budgets, public engagement and producing quality work.

This year, due to the move of the KYSPRA conference to coincide with the annual meeting of the Kentucky Association of School Administrators, the entry period has been revised (please read new rules carefully), but most of the process is OASIS tried-and-true. The OASIS Awards banquet will be in July during the KASA conference in Louisville.

SWEEPSTAKES CONTEST

Returning for a fourth year is the KSBA OASIS Sweepstakes Awards. Each district submitting entries in three of the five primary category groups (printed materials, writing, photography/ videography, online/electronic materials, and campaigns/programs) may designate three entries – one each from a separate primary category group – as a Sweepstakes Award package.

The final scores of the different judging panels for each of the three entries will be tabulated and the highest-scoring packages earn the Sweepstakes Awards. A special plaque has been created to honor the winners.

A KSBA representative will travel to a school board meeting of each of four Sweepstakes Award-honored districts (classes based on district enrollment) for a special presentation before the district leadership team and the public.

ENTRY GUIDELINES

(Revised for 2012 - READ CAREFULLY)

ELIGIBILITY

IMPORTANT: Due to the date change of the KYSPRA conference, materials and/or programs eligible for the 2012 OASIS Program are to have been created, published or conducted between **Jan. 1 and Dec. 31, 2011**. *Materials/programs produced in the first half of 2011 and that earned a 2011 OASIS First Place award may not be submitted in 2012.*

Entries must have been produced primarily by district employees. Outside contractors may print or students may assist, but district employees must do more than merely supervise the final product.

OASIS is open to KYSPRA members or other staff of any public school district with a KYSPRA member. Please confirm your KYSPRA membership status to be eligible to enter.

An **individual** may submit **two entries per category**. **Staff from a district** may submit as many as **four entries per category**. There is no limit on the overall number of entries by an individual or a district.

ENTRIES

(Submissions not adhering to these guidelines will not be judged)

1. Each entry must be submitted in a three-ring binder using clear, plastic sleeves inside.
2. The cover of each entry binder should have the **entrant's name, district, entry category and class**
3. The first sleeve in the binder should have on **district or school letterhead**:
 - a. Entrant and district names
 - b. Entry category name, number and district class
 - c. Entry title
 - d. **Entry description addressing the reasons/goals for the product and target audience. IMPORTANT: Judges will use this information in scoring the entry.**
4. Each entry must be accompanied by a completed entry form from this flyer and either a check or district purchase order covering the entry fees. A single purchase order or check may be submitted covering multiple entries from a district, but please note the number of entries covered by the check or P. O.
5. Entries are made in one of four classes based on enrollment:
 - Class A: district enrollment under 4,000
 - Class AA: enrollment 4,000 – 9,000
 - Class AAA: enrollment 9,000 – 15,000
 - Class AAAA: enrollment more than 15,000

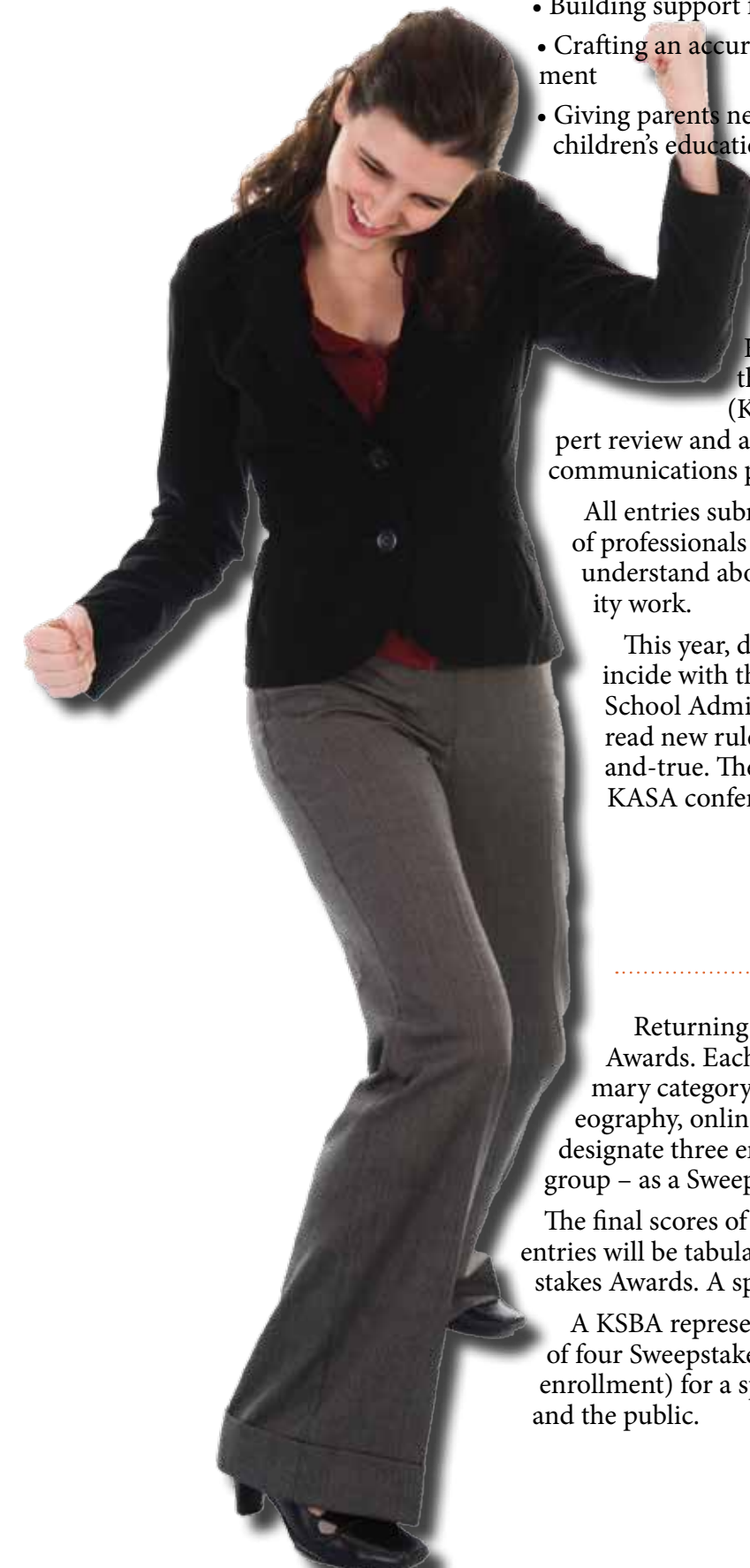
ENTRY FEES

\$55 per entry. Checks or purchase orders payable to: Kentucky School Boards Association. For: OASIS Professional Development Program

ENTRY DEADLINE

4 p.m. ET Monday, April 16. Mail entries, completed nomination forms, fees and/or invoices to:

OASIS Program
KSBA
260 Democrat Drive
Frankfort, KY 40601



OASIS ENTRY CATEGORIES

ONE ENTRY PER FORM



Entry Form

PRINTED COMMUNICATIONS

- 1. Annual reports/district report cards (see online category for that option)
- 2. Calendars
- 3. Brochures
- 4. Internal publications
- 5. External publications
- 6. Tabloid (newsprint) publications
- 7. One-time publications – (any nonrecurring publication)
- 8. Miscellaneous printed materials (not covered by other categories)

WRITTEN COMMUNICATIONS

- 9. Feature article (published in district publication or online)
- 10. Feature release (for news media use)
- 11. News article (published in district publication or online)
- 12. News release (for news media use)
- 13. Commentary writing (letter to the editor or commentary column for news media)
- 14. Publication writing (judges will consider all writing in a single edition of a publication)

PHOTOGRAPHY/VIDEOGRAPHY COMMUNICATIONS

- 15. Feature photography – Portraiture or feature approach photos (Prints 3 X 5 up to 8 X 10 mounted on board no larger than 8 X 10)
- 16. News/sports photography – News events or sports action (submit same as above)
- 17. Photo essays – Multiple photos on same topic to tell a story (tear sheet as published or print out and submit as above if created online only)
- 18. Videos -- Program-length programs produced for broadcast or cable
- 19. Videos – In-school programs and training videos produced for in-house use
- 20. Videos – PSAs and short-subject informational videos for broadcast/cable

ONLINE/ELECTRONIC COMMUNICATIONS

Note: Online entries should include the URL.

- 21. Annual reports or district report cards (see Printed Communications for hard-copy versions)
- 22. Internet websites (list the URL on the entry description form)
- 23. Electronic newsletter – district (give URL of archived newsletter or copy to CD)
- 24. Electronic newsletter – school (give URL of archived newsletter or copy to CD)
- 25. Miscellaneous electronic communications product/program (not covered by other categories)

CAMPAIGNS/PROGRAMS

Note: Entries should be no more than 20 pages, one-sided, in a three-ring binder. May include articles, news releases, photos, letters, invitations, flyers and other support materials.)

- 26. Special event (single event)
- 27. Special events (series of events tied to the same subject/goal)
- 28. Community engagement programs (single product or multielement program)
- 29. Academic achievement promotions (single product or multielement program)
- 30. Miscellaneous public awareness programs (not covered by other categories)

Name of entrant: _____

District: _____

Entry title (Title of your entry): _____

Category name: _____

Category number: _____

Entrant class: _____

Check if this is a Sweepstakes entry _____

Fee: \$55 per entry

Total amount enclosed: \$ _____

If this entry earns an award, please specify the name(s) of individuals or units to appear on the plaque:

If you need assistance completing your entry, please call Brad Hughes at 800-372-2962 or e-mail him at brad.hughes@ksba.org