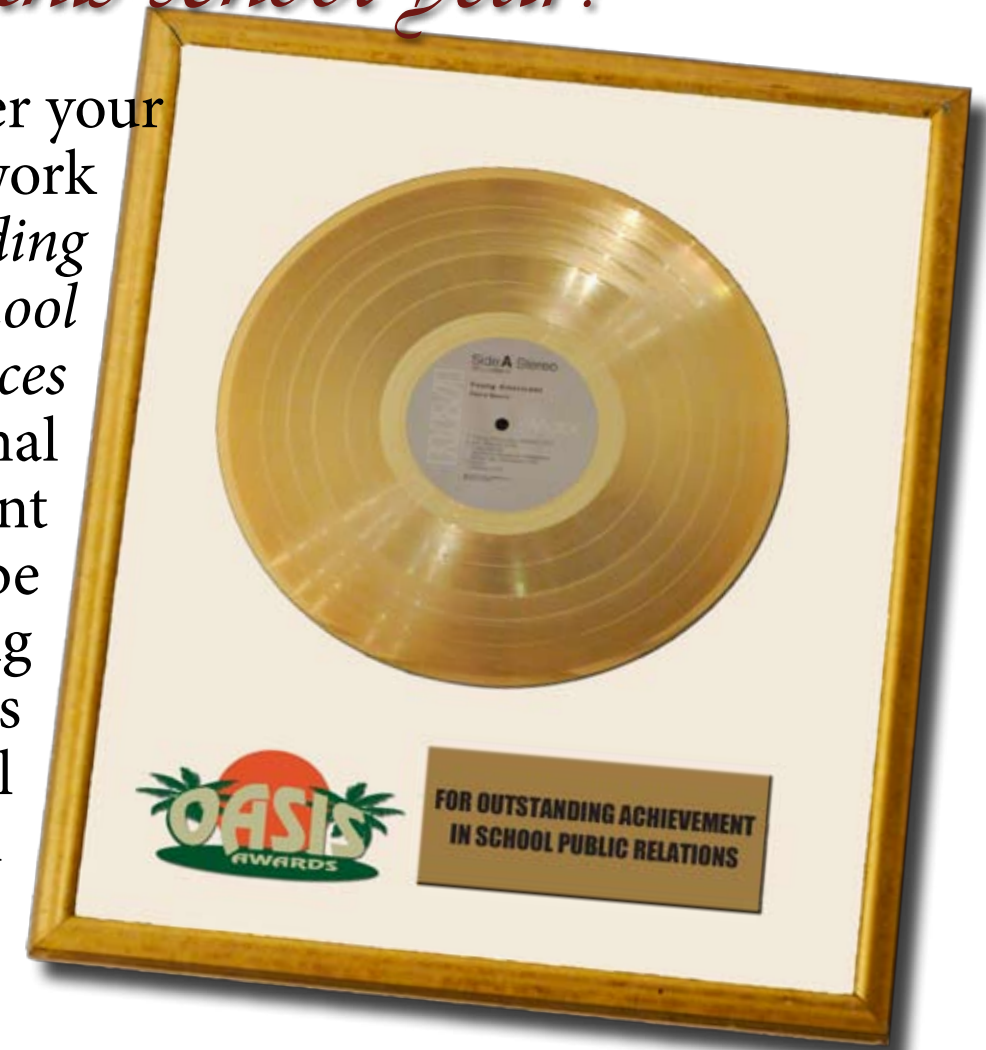


OASIS Professional Development Program
CALL FOR ENTRIES
260 Democrat Drive
Frankfort, KY 40601
www.ksba.org
800-372-2962

Have you put in a gold record performance this school year?

Then 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.



15th annual KSBA / KYSPRA
OASIS Professional Development Program

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

Enter the 15th Annual
OASIS Professional
Development Program
(Details inside)

*Celebrate your
virtuoso performance*



Outstanding Achievement
in School Information Services



Kentucky schools are being challenged to reach even greater heights in 2011. New academic assessments are on the way. Tighter budgets, shrinking resources and intensified expectations are “the new normal.”

It's a time for schools and districts to make the case that they are improving, turning around or maintaining the upward their trend. In other words, they have to tell their success stories. Those who do it well can be rewarded with greater public support and appreciation for those efforts that make a difference in student achievement.

And those who do it the best will be recognized by the 2011 OASIS (Outstanding Achievement in School Information Services) Professional Development Program.

This year marks the 15th annual collaboration between the Kentucky School Boards Association (KSBA) and the Kentucky School Public Relations Association (KYSPRA).

Awards and much more

It's one thing to be proud of hard work; it's another to have peers salute your final product. That's the primary goal of the OASIS program.

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

High-scoring entrants are recognized at the KYSPRA annual conference in September. And the first-place entries are on display for you to study for ideas to try out in your district.

Rules of participation

(Revised for 2011 - READ CAREFULLY)

Eligibility

OASIS is open to KYSPRA members or other staff of any public school district with a KYSPRA member. All entrants must confirm their KYSPRA membership status to be eligible to have an entry considered.

An individual can 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.

Materials and/or programs must have been created, published or conducted between July 1, 2010 and May 31, 2011.

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

Entries

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

1. Entries must be submitted in a three-ring binder using clear plastic sleeves.
2. The first sleeve in the binder should have on district or school letterhead:

- a. Individual entrant and district names
 - b. Entry category name, number and district class
 - c. Entry title
 - d. Entry description addressing reasons/goals for the product and target audience. **IMPORTANT:** Judges will use this information in scoring the entry.
3. 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.

4. Entries are made in one of four classes based on enrollment. The classes have changed to reflect new enrollment data. Be sure to use the latest district enrollment to determine your district's class:

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

Sweepstakes contest

Each district entering at least three of the five primary category groups (printed materials, writing, photography/videography, online/electronic materials, and campaigns/programs) may designate three (3) entries – one each from a different primary category group – for consideration as a Sweepstakes Award package.

For example, a district may nominate a brochure, a website and a special event for Sweepstakes consideration, but not a brochure, a photograph and a website (brochures and photography are in the same printed materials group).

The judges' total score for the three entries determines the Sweepstakes Award district in each of the four entrant classes (A, AA, AAA, AAAA). Mark all three forms of entries that are part of the Sweepstakes package.

Sweepstakes Awards will be presented at the local board of education meeting in those winning districts.

IMPORTANT INFORMATION

ENTRY FEES

\$55 per entry.

Checks or purchase orders payable to:
Kentucky School Boards Association.

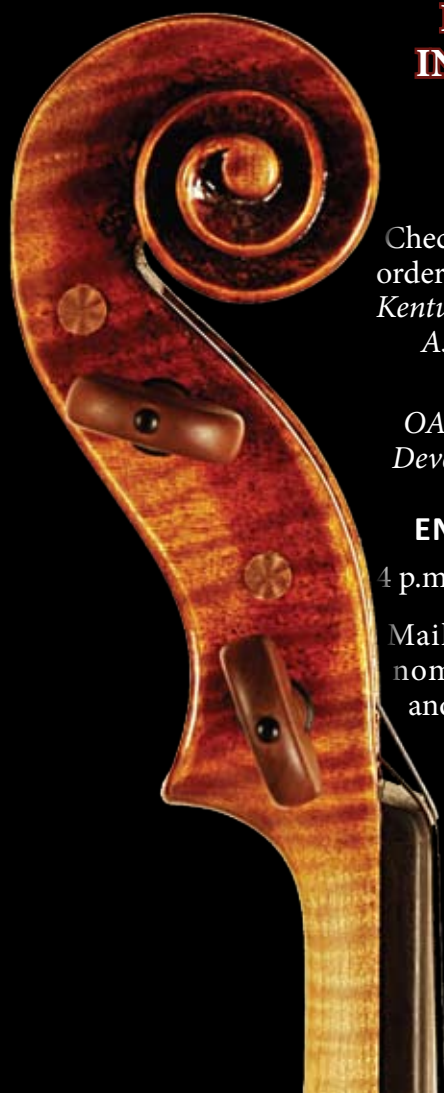
For:
OASIS Professional Development Program

ENTRY DEADLINE

4 p.m. ET Tuesday, May 31.

Mail entries, completed nomination forms, fees and/or invoices to:

OASIS Program
KSBA
260 Democrat Drive
Frankfort, KY
40601



One entry per form



Entry Form

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

OASIS Entry Categories

PRINTED COMMUNICATIONS

- | | |
|---|--|
| 1. Annual reports/district report cards (see online category for that option) | 6. External publications – Full color |
| 2. Calendars | 7. Tabloid (newsprint) publications |
| 3. Brochures | 8. One-time publications – (any nonrecurring publication) |
| 4. Internal Publications | 9. Miscellaneous printed materials (not covered by other categories) |
| 5. External publications – One to two colors | |

WRITTEN COMMUNICATIONS

- | | |
|---|--|
| 10. Feature article (published in district publication or online) | 14. Commentary writing (letter to the editor or commentary column for news media) |
| 11. Feature release (for news media use) | 15. Publication writing (judges will consider all writing in a single edition of a publication) |
| 12. News article (published in district publication or online) | 16. Writing for the Web (give URL; judges will score only text of website item or electronic newsletter) |
| 13. News release (for news media use) | |

PHOTOGRAPHY/VIDEOGRAPHY COMMUNICATIONS

- | | |
|---|---|
| 17. 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) | submit as above if created online only) |
| 18. News/Sports Photography – News events or sports action (submit same as above) | 20. Videos – Program-length programs produced for broadcast or cable |
| 19. Photo essays – Multiple photos on same topic to tell a story (tear sheet as published or print out and | 21. Videos – In-school programs and training videos produced for in-house use |
| | 22. Videos – PSAs and short subject informational videos for broadcast/cable |

ONLINE/ELECTRONIC COMMUNICATIONS

Note: Online entries should include the URL. Entries not online should be submitted on CDs or DVDs.

- | | |
|---|---|
| 23. Annual reports or district report cards (see Printed Communications for hard-copy versions) | 25. Electronic newsletter (give URL of archived newsletter or copy onto CD) |
| 24. Internet websites (list the URL on the entry description form) | 26. 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.)

- | | |
|---|---|
| 27. Special events (single or series of events) | 29. Academic achievement promotions (single product or multi-element program) |
| 28. Community engagement programs (single product or multi-element program) | 30. Miscellaneous public awareness programs (not covered by other categories) |