

Handbooks:

Issued for students, staff or parents to acquaint them with school/agency rules, procedures, and operations.



For ISPra Use Only:

Entry #

**Iowa School Public Relations Association
Communications Contest
Category J: Handbooks**

Name of Organization/District: _____

Name of Entry: _____

OVERALL

POINTS

- 1. The is written for the information needs and interests of the intended audience. _____/20
- 2. The piece leaves a positive impression on the reader. _____/15
- 3. Layout demonstrates attention to design principles and uses a consistent format throughout. _____/15

STYLE

- 4. Content/writing is appropriate for the intended audience. _____/10
- 5. Writing is clear, concise, avoids educational jargon, uses active voice, quotes, concrete nouns, and action verbs. _____/15

GRAPHICS

- 6. The design is attractive and readable. _____/ 5
- 7. Photos, graphics, color, and other design elements are appropriately cropped or sized, enhance the written message or tell a story in themselves. _____/10
- 8. Body copy is legible and appropriately sized. _____/ 5

EVALUATION (Org./District described how this item was evaluated for its effectiveness.) _____/ 5

TOTAL SCORE _____

Judges: Please provide positive comments as well as suggestions for improvements for this entry on the back of this sheet.