

**Annual Progress Report or Annual Report:**  
APR required of all schools and AEAs or other  
annual report. (APRs will not be judged on the  
Department of Education's content requirements.)



For ISPra Use Only:

Entry # \_\_\_\_\_

**Iowa School Public Relations Association  
Communications Contest  
Category L: Annual Progress Report or Annual Report**

Name of Organization/District: \_\_\_\_\_

Name of Entry: \_\_\_\_\_

**OVERALL**

**POINTS**

1. This piece helps create a dynamic image for district, organization or program. \_\_\_\_\_/20
2. The piece leaves a positive impression on the reader. \_\_\_\_\_/10
3. Stories, photos, artwork, charts or graphics are interesting and contribute to the intended message. \_\_\_\_\_/10
4. Layout demonstrates attention to design principles and uses a consistent format. \_\_\_\_\_/10

**STYLE**

5. Content/writing is appropriate for the intended audience. \_\_\_\_\_/10
6. Headings, headlines or captions attract the reader, provide basic information, and use action verbs. \_\_\_\_\_/ 5
7. Leads capture readers' attention. \_\_\_\_\_/ 5
8. Writing is clear, concise, uses quotes, avoids educational jargon, uses active voice, quotes, concrete nouns, and action verbs \_\_\_\_\_/ 5

**GRAPHICS**

9. The design is attractive and readable and/or easily accessible. \_\_\_\_\_/ 5
10. Photos, graphics, color, and other design elements are appropriately cropped or sized, enhance the written message or tell a story in themselves. \_\_\_\_\_/10
11. 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.**