

2009 PRISM AWARDS CALL FOR ENTRIES



HAVE YOU BEEN A PART OF CHANGE LATELY?

COMMUNITY RELATIONS • INSTITUTIONAL PROGRAMS • SOCIAL MEDIA
INTERNAL COMMUNICATIONS • INVESTOR RELATIONS • SPECIAL EVENTS
MARKETING COMMUNICATIONS • MULTICULTURAL PUBLIC RELATIONS
PUBLIC SERVICE • DIRECT MAIL • ANNUAL REPORTS • CREATIVE TACTICS
BROCHURES • SHOESTRING BUDGET • WEB SITES

EARLY BIRD DEADLINE
THURSDAY, JULY 30
BY 4:30 P.M.
REGULAR DEADLINE
THURSDAY, AUGUST 13
BY 4:30 P.M.

SUBMIT EARLY
AND SAVE!
37 DIFFERENT
CATEGORIES TO
ENTER

2009 PRISM AWARDS CALL FOR ENTRIES



The Prism Awards are Arkansas' top honor for outstanding work in the field of public relations. The program is conducted by the Arkansas chapter of the Public Relations Society of America to recognize commendable public relations programs and the skills of Arkansas practitioners, companies and organizations.

The program also encourages improved public relations, professionalism, performance and techniques. The competition is open to members and non-members of the Arkansas chapter of PRSA.

In order to bring the highest level of professionalism to the Prism Awards program, we arrange for a group of APR professionals from outside the Arkansas PRSA chapter to judge entries.

There are two divisions for entries: the multi-element categories (1-12) for campaigns and total PR programs involving several elements or pieces, and single-element pieces and programs (13-26). All winners will receive a Prism Award. Finalists will receive an award of merit.

Each multi-element program should only be entered in one category. Individual elements from the multi-element program can be entered in other categories in the single element divisions. Judges may, at their discretion, move entries to other categories if appropriate.

Prisms will be presented in a ceremony on September 24. Look for detailed information about this special event soon! Save money and submit your entry by the early bird deadline of July 30, or submit before the regular deadline Thursday, August 13 by 4:30 p.m.

FOR MORE INFORMATION CONTACT THE 2009 PRISM AWARD CO-CHAIRS:

Alexis Gullick 501.376.0321 alexis@manganholcomb.com • Jamie Higgins 501.812.2771 jhiggins@pulaskitech.edu

ENTRY REQUIREMENTS

1. You must ensure that a majority (70%) of the program or activity took place January 1, 2008 through June 1, 2009.
2. Submit entry on pages no larger than 8.5 x 11 inches. Limit entry to one hardcover, stiff-spine, three-ring binder. Leave binder cover and spine free of lettering, labels or artwork. Entries that do not meet these requirements will be disqualified and returned.
3. For categories 1-11, prepare a typewritten summary no longer than two pages describing the entry and clearly identifying the research, planning and execution and evaluation of the program, as defined in the judging criteria. If information cannot be provided on a given area (such as budget or measured results), explain why so judges can take this into account.
4. Incorporate supporting materials such as photography, letters, scripts, storyboards, clippings and copies of other materials used in executing the program so long as materials fit in the three-ring binder and can be secured so they do not fall out of the binder. Several examples of supporting data are sufficient to give judges a basis for evaluation.
5. If desired, examples of audiovisual materials and coverage, including excerpts of television programs/spots, radio coverage/spots and video/film/slide presentations may be submitted only on a single DVD or 1/2-inch VHS video cassette of not more than five minutes' duration (as supporting documents for categories 1-11). Label video with category entered, name of entrant and title of program.
6. For categories 12-25, prepare a typewritten summary of the entry, no longer than one page, which includes the message to be communicated, intended audience and overall results.
7. Enclose a check or money order payable to PRSA Arkansas Chapter, Prism Awards, P.O. BOX 7532, Little Rock, AR 72217.
8. We will make every effort to return all materials entered in the competition. We cannot guarantee that materials will not be lost or damaged, so copies of all entries should be made and kept by entrants.

CATEGORIES

MULTI-ELEMENT PROGRAMS

Each multi-element entry (1-11) will be judged on the entrant's summary and the judges' critique of the following:

- Research that defines the need or opportunity for the program and sets the objectives for the program.
- Action planning, strategies and tactics used to develop the program, including originality and judgment, completeness or comprehensiveness, and budget, as measured against the benefits to be gained.
- Execution or communications of the program that will demonstrate the professionalism and effectiveness of the tools and techniques used.
- Evaluation that shows how the success of the program was measured against its original objectives.

Below is a suggested outline to use when creating your two-page summary:

Research • Goals/Objectives • Planning/Execution (includes strategies and tactics) • Evaluation/Results

- 1. COMMUNITY RELATIONS** • To improve relations with the community, to correct community misunderstandings or to better the community.
 - A. Business
 - B. Non-Profit Organization
- 2. INSTITUTIONAL PROGRAMS** • To build public understanding or a more clear public identity.
 - A. Business
 - B. Non-Profit Organization
- 3. INTERNAL COMMUNICATIONS** • To create or increase employee motivation or goodwill, improve morale, correct misconceptions, explain new policies or plans or improve employee/management relations.
- 4. INVESTOR RELATIONS** • Any programs directed at stockholders or publicly held companies. Annual reports may be included as part of an overall investor relations program.
- 5. MARKETING COMMUNICATIONS** • Programs designed to publicize and promote products or services.
 - A. Business
 - B. Non-Profit Organization
- 6. MULTICULTURAL PUBLIC RELATIONS** • For any type of program (i.e. institutional, marketing, community relations) specifically targeted to a cultural group.
- 7. PUBLIC AFFAIRS** • For legislative or political activities, local, state or federal government activities.
- 8. PUBLIC SERVICE** • Programs that promote societal good, in which the sponsoring organization's principal motivation is altruistic or philanthropic.
- 9. PUBLIC RELATIONS ON A SHOESTRING BUDGET** • For any type of program designed to be cost efficient.
 - A. Business
 - B. Non-Profit Organization
- 10. SPECIAL EVENTS AND OBSERVANCES** • For open houses, anniversaries, plant tours, natural observances or local celebrations.
 - A. Business
 - B. Non-Profit Organization
- 11. OTHER PUBLIC RELATIONS** • For programs not specifically covered above.

SINGLE ELEMENT PROGRAMS

Each single element entry (12-25) will be judged on its merits in relation to the entrant's statement of the message to be communicated. Single-element programs recognize various skills, techniques, creative tools and communication vehicles used as part of overall programs or developed as an independent program. Judges will consider overall presentations reviewing content, editing, graphics, photography and print quality. Include a Results Section if applicable.

- 12. ANNUAL REPORTS** • Annual reports entered as part of investor relations program can also be entered under this category.
 - A. Business
 - B. Non-Profit Organization
- 13. BROCHURES** • Single printed piece for products, information or service.
- 14. CREATIVE TACTICS** • Unconventional, creative tactics or approaches used as part of a public relations program. (if objects are too large to fit in binder a photograph should be sent)
- 15. DIRECT MAIL** • Single printed piece for products, information or services designed to solicit a specific, immediate response.
 - A. Business
 - B. Non-Profit Organization
- 16. FEATURE/NEWS WRITING** • Single tabloid, magazine, newspaper or newsletter article, or news release to be considered for overall viewing excellence in conjunction with the messages to be communicated.
- 17. MEDIA RELATIONS** • Tactics, programs and events driven entirely by media relations. Submit press releases, satellite media tour materials, media advisories, pitch letters, requests for coverage, etc., along with a one-page summary that includes measurable objectives and results, such as evidence of the resulting media coverage. May include print and broadcast clips.
- 18. MULTI-MEDIA** (more than one minute) • Video, film, DVD, CD-ROM, PowerPoint presentation, etc., prepared for any purpose.
- 19. PERIODICALS** • A series (two or more samples) of a periodical, such as tabloids, newsletters or quarterly reports.
 - A. Printed version
 - B. Electronic version
- 20. PODCAST/VODCAST** • Programs/shows produced solely as podcast or vodcast, downloadable for play on electronic devices. Included audio CD or DVD of podcast/vodcast being entered.

21. PUBLIC SERVICE ANNOUNCEMENTS • Non-paid advertising time or space purely in the interest of the public.

- A. Television (one DVD or 1/2-inch video cassette per entry)
- B. Radio (one CD-ROM per entry, one minute or less)
- C. Print (one slick or tear sheet per entry)

22. SPECIAL ADVERTISING SUPPORT • Television, radio or print paid advertising that is part of, and supports, an overall public relations program.

Entries in this category must be part of a multi-element program.

- A. Television (one DVD or 1/2-inch video cassette per entry)
- B. Radio (one CD-ROM per entry, one minute or less)
- C. Print (one slick or tear sheet per entry)

23. SOCIAL MEDIA • Social media including, YouTube, Facebook, MySpace, Twitter, Blogs etc. as part of a public relations program. Include screen grabs or copies of key pages and Web site URL for external sites. Also include specifics on how the social media tool was used in an overall PR/marketing strategy.

24. WEB SITES • Use of a Web site (External, Internal/Intranets and Online Media Room) as part of a public relations program. Include screen grabs or copies of key pages and Web site URL for external sites.

25. OTHER PRINTED PIECES • Flyers, invitations, posters, calendars or other promotional pieces.

NOTE: Video or film must be on DVD or 1/2-inch VHS videocassette, limited to one videocassette per entry. Projector slide shows must be submitted in a carousel tray compatible with Kodak projector or on a 1/2-inch VHS videocassette, and must include script. Multi-media slide shows must be submitted on a DVD, CD-ROM or on 1/2-inch VHS videocassette and must include script. PowerPoint presentations must include script.

THE ARKANSAS CHAPTER WILL RECOGNIZE A PRISM ENTRANT WITH A **BEST OF SHOW AWARD.**

THIS AWARD WILL BE AT THE DISCRETION OF THE JUDGING PANEL AND WILL BE AWARDED TO THE ENTRY THAT BEST SHOWCASES OUTSTANDING PUBLIC RELATIONS PRACTICES.

PLEASE USE THIS FORM FOR EACH PRISM AWARD ENTRY. PLEASE REPRODUCE THIS FORM FOR ADDITIONAL COPIES.

Early Bird Entry Fee (Member \$30 per entry; Non-member \$40 per entry) • Regular Entry Fee (Member \$35 per entry; Non-member \$45 per entry)*

Prism Award (category name and number): _____ (Check one, if appropriate) Business Non-Profit

Entry Title (Wording, as desired on award): _____

Name of company or organization for which entry was developed: _____

Address: _____ City: _____ State: _____ Zip Code: _____

Individuals to receive recognition at awards ceremony (please limit to three)

Name: _____ for (Work): _____

Name: _____ for (Work): _____

Name: _____ for (Work): _____

Name of person and organization making this entry (this person will be notified if the entry is a finalist):

Person/Title: _____ Organization: _____

Phone: _____ Email Address: _____ Entry fee: \$ _____

****EARLY BIRD ENTRIES MUST BE RECEIVED BY 4:30 P.M., THURSDAY, JULY 30 AT MANGAN HOLCOMB PARTNERS, 2300 COTTONDALE LANE, SUITE 300, LITTLE ROCK, AR 72202.**

ENTRIES MUST BE RECEIVED BETWEEN 8:30 A.M. AND 4:30 P.M., THURSDAY, AUGUST 13 AT MANGAN HOLCOMB PARTNERS, 2300 COTTONDALE LANE, SUITE 300, LITTLE ROCK, AR 72202.