

CALL FOR ENTRIES  
**2016**  
PRISM AWARDS

**PRSA**  
Public  
Relations  
Society of  
America

EARLY BIRD DEADLINE JUNE 3

# 2016 PRISM AWARDS

The Arkansas Chapter of the Public Relations Society of America recognizes exceptional public relations programs and the skills of the state's practitioners, companies and organizations at the annual Prism Awards. The program also encourages improved public relations, professionalism, performance and techniques. The competition is open to members and nonmembers of the Arkansas Chapter of PRSA.

To bring the highest level of professionalism to the Prism Awards program, a group of APR and other highly-qualified professionals from other PRSA chapters throughout the country judges entries. This year's partnership is with the Public Relations Association of Ohio.

There are two divisions for entries: multi-element program (categories 1-11) for campaigns and total public relations programs involving several elements or pieces, and single-element pieces and programs (categories 12-25). Each winner will receive a Prism Award. Each multi-element program should be entered in only one category. Individual elements from the multi-element program may be entered in single-element division categories. Judges may, at their discretion, move entries to other categories if appropriate.

**THE SUBMISSION DEADLINE** is midnight Friday, June 10, 2016. Early bird entries are due by midnight Friday, June 3. Late entries will be accepted no later than Friday, June 17 at midnight.

Note: We've experienced issues when several entries are submitted at once. If you plan to submit a large number of entries, we recommend submitting them in "batches."

Prisms will be presented at a ceremony Thursday, Sept. 15 at the Historic Arkansas Museum. Look for detailed information about this special event soon!

FOR MORE INFORMATION, CONTACT THE  
2016 PRISM AWARD COMMITTEE:

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## ENTRY REQUIREMENTS

Entry Requirements:

All 2016 Prism Award entries will be submitted and judged on line via the AwardSentry system.

1. A *majority* of the program or activity must have taken place in calendar year 2015.
2. For categories 1-11, a typewritten summary no longer than two pages should accompany each entry 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. This document will be uploaded as a PDF (no more than 100 MG).
3. For categories 12-25, a typewritten summary of the entry, no longer than one page, should be included that includes the message to be communicated, intended audience and overall results. This document will be uploaded as a PDF (no more than 100 MB).
4. For all categories, upload supporting materials such as audiovisuals, photography, letters, scripts, storyboards, clippings and copies of other materials used in executing the program. All supporting materials should not surpass 10 files of 2 GB each. Note: You may combine materials so that you do not exceed the file limit.
5. Entry fees must be paid online. Entries are not considered "submitted" until the fees are paid.
6. Submissions will be locked once the entry fees are paid.
7. To revise a saved (non-paid) entry, an applicant must re-enter the site using his/her name and email, go to "view cart", click on "entry" and click "edit."
8. Judging sheets will be emailed after the awards program.

Prisms will be presented  
at a ceremony  
THURSDAY, SEPT. 15

The Arkansas Chapter  
will recognize one Prism with a  
**BEST OF SHOW AWARD**  
for the entry that best showcases  
outstanding public relations practices.

## CATEGORIES

### MULTI-ELEMENT PROGRAMS

Each multi-element entry (categories 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 establishes 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 demonstrates 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

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

- 1) Research
- 2) Goals/Objectives
- 3) Planning/Execution (includes strategies and tactics)
- 4) Evaluation/Results

#### 1. COMMUNITY RELATIONS

Program designed to improve relations with the community, to correct community misunderstandings or to better the community.

- A. Business
- B. Nonprofit Organization

#### 2. INSTITUTIONAL PROGRAMS

Program designed to build public understanding or a more defined public identity.

- A. Business
- B. Nonprofit Organization

#### 3. INTERNAL COMMUNICATIONS

Program designed to create or increase employee motivation or good will, 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. Nonprofit Organization

#### 6. MULTICULTURAL PUBLIC RELATIONS

Any type of program (e.g., institutional, marketing, community relations) specifically targeted to a cultural group.

#### 7. PUBLIC AFFAIRS

Local, state or federal legislative, political or 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

Any type of program designed to be cost-efficient.

- A. Business
- B. Nonprofit Organization

#### 10. SPECIAL EVENTS AND OBSERVANCES

Open houses, anniversaries, plant tours, natural observances or local celebrations.

- A. Business
- B. Nonprofit Organization

#### 11. OTHER PUBLIC RELATIONS

Programs not specifically covered above.

# SINGLE-ELEMENT PROGRAMS

Each single-element entry (categories 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 while reviewing content, editing, graphics, photography and print quality. Include a Results Section if applicable.

## 12. ANNUAL REPORTS

Annual reports entered as part of an investor relations program may also be entered under this category.

- A. Business
- B. Nonprofit Organization

## 13. BROCHURES

Single printed piece for products, information or services.

## 14. CREATIVE TACTICS

Unconventional, creative tactics or approaches used as part of a public relations program.

## 15. DIRECT MAIL

Single printed piece for products, information or services designed to solicit a specific, immediate response.

- A. Business
- B. Nonprofit 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, 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 podcasts or vodcasts, downloadable for play on electronic devices.

## 21. PUBLIC SERVICE ANNOUNCEMENTS

Nonpaid advertising time or space purely in the interest of the public. One PSA per entry.

- A. Television
- B. Radio
- C. Print
- D. Outdoor
- E. Online

## 22. ADVERTISING SUPPORT

Television, radio, online 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. One advertisement per entry.

- A. Television
- B. Radio
- C. Print
- D. Outdoor
- E. Online

## 23. SOCIAL MEDIA

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

## 24. WEBSITES

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

## 25. OTHER PRINTED PIECES

Fliers, invitations, posters, calendars or other promotional pieces.

**EARLY BIRD ENTRY FEE\*** (June 3 by midnight)  
(Member \$35 per entry; Non-member \$50 per entry)

**REGULAR ENTRY FEE** (June 10 by midnight)  
(Member \$50 per entry; Non-member \$75 per entry)

**LATE ENTRY FEE\*\*** (June 17 by midnight)  
(Member \$75 per entry; Non-member \$75 per entry)

**Submit online Prism entries at [Awardsentry.org/ARKPRSA](http://Awardsentry.org/ARKPRSA)**