



For More Information: Mary Claire Hill
2019 PRSA Prism Awards
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2019 Student Prism Awards

Purpose: To honor outstanding work in communications, journalism and public relations by students at Arkansas universities and colleges; and to give these students the opportunity to showcase those talents and efforts to the members of the professional society.

The Student Prism Awards will be held in conjunction with the PRSA Arkansas Chapter monthly meeting.

Judging Panel: The Student Prism Awards judging panel will be comprised of the PRSSA Chair and three or four chapter members at large.

Entry Fees: \$15 for the initial category entry; \$10 for each additional entry. Non PRSSA member fee is \$20 for initial category entry and \$15 for each additional entry.

Entry Deadline: **May 1, 2019 by 5 p.m.**

Guidelines:

Entries for Student Prism Awards should consist of work completed for college courses, student organizations and internships.

- All work entered must have been produced primarily during the 2018-19 academic year.
- Guidelines for submitting entries in the proper format are:
 1. Each entry must be submitted in one hardcover, stiff-spine, three-ring binder. The binder should be no more than three inches thick at the spine and mouth, plus the width of one videotape, and no more than 10 x 11 ½ inches in overall size. If a binder exceeds the stated size it will not be accepted at take-in. Pages should be no larger than 8 ½ inches by 11 inches.
 2. The front and spine of the entry binder must be labeled with:
 - a) Student(s)/student organization entering
 - b) Title of entry
 - c) Number and name of category and subcategory entered (see details).
 - d) Name of school
 3. A completed entry form or a photocopy of it must be the first item in the binder and must be securely attached.
 4. Supporting materials may be included in the binder in appropriate formats. (Use photos when necessary to meet size constraints.)
 5. Judges will disregard any material outside the dimensions of the notebook.
 6. All pieces of an entry must be clearly labeled and secured in the binder.

The judges may disqualify entries not meeting these requirements. Also, judges reserve the right to move entries from one category to another as they deem appropriate. If you have questions or would like clarification on any categories, please email Mary Claire Hill at maryclaire@manganholcomb.com.

Since most student projects are done as class assignments and are for the purpose of learning techniques and not for actual implementation, students may take creative liberty to describe sections such as goals, objectives, results, evaluation and conclusions that may not have been part of their original assignments. Entries not prepared according to the outline of categories will lose points or be disqualified. All portions of the summaries must be fully explained to qualify for a Student Prism Award.

Fees and Deadlines

All student Prism entries must be May 1, 2019 by 5 p.m.

Entries may be mailed or hand-delivered to:

Mary Claire Hill
Mangan Holcomb Partners
2300 Cottdale Lane, Suite 300
Little Rock, AR 72202

Late entries will not be accepted.

\$15 for the initial category entry; \$10 for each additional entry. Non PRSSA member fee is \$20 for initial category entry and \$15 for each additional entry.

Judging

Members of the Arkansas Chapter of PRSA will critique each entry based on the goals/objectives (etc) identified in the written summary.

One Student Prism Award and a runner-up Gold Award may be presented in each category unless, in the opinion of the judges, no award is deserved. The decisions of the judges are final.

Student Prism Awards Ceremony

All entrants are invited to attend the Student Prism Awards ceremony. It will be held Friday, May 17, 2019, at 11:30 a.m., at the Little Rock Club (Regions Center, 400 W. Capitol Ave., Little Rock, AR 2201).

Return of Entries

All entries will be available for return at the Prism Awards Ceremony. All entries may be picked up immediately following the awards ceremony. Entries not collected at the awards ceremony will not be returned.

2019 Student Prism Categories

RESEARCH PROJECT - 1

Complete an executive summary of no more than 1,000 words. The summary should address these main criteria:

- Problem statement/background
- Secondary research/situation analysis (include statistical and/or graphic support)
- Primary research (research questions must be stated and appropriate to problem; include an explanation of methods and procedures for gathering data)
- Results (based on research questions)
- Conclusions/recommendations (based on primary and secondary research)
- Support should be appropriate to topic, method and purpose and organized with tabs or appendices.

COMMUNICATIONS CAMPAIGNS - 2

Complete an executive summary of no more than 1,000 words. The summary should address these main criteria:

- Research/background
- Planning/goals and objectives
- Execution/implementation
- Evaluation/results (state any documented results or how you would measure results if campaign was implemented).
- Each of these criteria should be supported with more detailed information in tabbed sections behind the summary. A DVD or CD no longer than two minutes may accompany the entry. All criteria are given comparable weight in the judges' evaluation.

INTEGRATED COMMUNICATIONS - 3

Entries will be judged on execution of integrating traditional public relations tactics with non-traditional tactics. Entries should display originality and appropriateness to accomplish stated communications purpose. A summary of no more than 1,000 words should address these main criteria:

- Background and objectives
- Purpose/target audience
- Strategy/execution/implementation
- Results: State any documented results or how you would measure results, as well how the element fits into an overall public relations program or campaign.

SPECIAL EVENTS - 4

Complete an executive summary of no more than 1,000 words. The summary should address these main criteria:

- Background and objectives
- Purpose/target audience
- Execution/implementation
- Evaluation/results of the event
- Each of these criteria should be supported with more detailed information in tabbed sections behind the summary. A DVD, CD or USB containing a video no longer than five minutes may accompany the entry. All criteria are given comparable weight in the judges' evaluation.

WRITING/MEDIA - 5

Entries will be judged solely on writing (not on design or printing) including content, creativity, technical excellence, appropriateness for the declared audience and results. Clippings are not necessary but may be included after the executive summary. If an entire publication is submitted, clearly indicate which article is your entry. Provide a summary no longer than 400 words describing the entry's:

- Background and objectives
- Audience: Describe, and then explain why you selected this particular audience
- Results: State any documented results or how you would measure results, as well as how the element fits into an overall public relations program or campaign. For example, if you enter a news release that resulted in a story published in a newspaper, you may document equivalent advertising rates. If entry was part of a larger campaign, discuss results of campaign.

Subcategories:

- 5a) Feature/news writing
- 5b) News release (print)
- 5c) Public service announcement (for radio/television)
- 5d) Speech/script

VISUAL COMMUNICATIONS - 6

Entries will be judged on writing, design and printing, including content, creativity, technical excellence, appropriateness for the declared audience and results. If an entire publication is submitted, clearly indicate which article is your entry. Provide a summary no longer than 400 words describing the entry's:

- Background and objectives
- Audience: Describe, and then explain why you selected this particular audience
- Results: State any documented results or how you would measure results, as well as how the element fits into an overall public relations program or campaign.

Subcategories:

- 6a) Brochure
- 6b) Logo
- 6c) Newsletter (print and/or online)
- 6d) Photography
- 6e) PR advertising
- 6f) Presentation/PowerPoint
- 6g) Promotional pieces
- 6h) Signage and recognition pieces
- 6i) Special purpose one-time publication

INTERACTIVE, A/V AND SOCIAL MEDIA - 7

Entries will be judged on appropriate use of social medium including writing, design, content, creativity, technical excellence, and appropriateness for declared audience as well as results. Complete an executive summary of no more than 1,000 words. The summary should address these main criteria:

- Background and objectives
- Audience: Describe and then explain why you selected this particular audience
- Results: State any documented results or how you would measure results, as well how the element fits into an overall public relations program or campaign.

Subcategories:

- 7a) Blog
- 7b) Facebook or other social network site
- 7c) Mobile marketing
- 7d) Website development
- 7e) YouTube video



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2019 Student Prism Entry Form

NAME(S): _____

ENTRY SUBMITTED BY (if different): _____

STUDENT ORGANIZATION/INTERNSHIP: _____

NAME OF SCHOOL: _____

EMAIL: _____ PHONE: _____

CATEGORY NAME(S) AND NUMBER(S) AND TITLE(S) OF ENTRY

NAMES OF INDIVIDUALS/ORGANIZATIONS TO APPEAR ON STUDENT PRISM AWARD OR GOLD AWARD (2 LINE LIMIT).

ALL NAMES TO BE RECOGNIZED AT CEREMONY IN CONNECTION WITH STUDENT PRISM AWARD OR GOLD AWARD.

