

CALL FOR ENTRIES

2020 PRISM AWARDS

EARLY BIRD DEADLINE JUNE 5

TO BE PRESENTED AT THE ARCOM
ARKANSAS MARKETING AND COMMUNICATIONS EVENT,
HOSTED BY THE ARKANSAS CHAPTER OF PRSA
IN PARTNERSHIP WITH IABC



International Association
of Business Communicators
Arkansas

PUBLIC RELATIONS SOCIETY OF AMERICA, ARKANSAS CHAPTER

P.O. Box 7532 | Little Rock, AR 72217 | arkprsa.org | [@arkprsa](https://twitter.com/arkprsa)

2020

PRISM AWARDS

The Arkansas Chapter of the Public Relations Society of America and the Arkansas Chapter of the International Association of Business Communicators recognize 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 and IABC.

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 judge entries.

There are two divisions for entries: multi-element program (categories 1-13) for campaigns and total public relations programs involving several elements or pieces, and single-element pieces and programs (categories 14-26). 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 by 11:59 p.m. Friday, June 12, 2020. Early bird entries are due by 11:59 p.m. Friday, June 5. Late entries will be accepted no later than Friday, June 19 at 11:59 p.m. Prisms will be presented at the ARcom Arkansas Marketing and Communications Event in September. Look for detailed information about this special event soon!

ENTRY REQUIREMENTS

All 2020 Prism Award entries will be submitted and judged online via the OpenWater system.

1. A majority of the program or activity should have taken place between January 2019 and June 2020.
2. For all entries, please prepare a two-page (max) PDF narrative describing the entry and clearly identifying the research, planning, 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 narrative will be uploaded as part of your entry. You can review full judging criteria on the award-entry website.
3. 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 50 GB each. Note: You may combine materials so that you do not exceed the file limit.
4. Entry fees must be paid online. Entries are not considered "submitted" until the fees are paid.
5. Submissions will be locked once the entry fees are paid.
6. To revise a saved (non-paid) entry, an applicant must re-enter the site using his/her name and email, then go to "View Cart," click on "Entry" and click "Edit."
7. Judging sheets will be emailed after the awards program.

SUBMIT PRISM ENTRIES ONLINE AT ARKPRSA.ORG

FOR MORE INFORMATION, CONTACT THE 2020 PRISM AWARDS COMMITTEE:

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PRISM AWARDS

CATEGORIES

MULTI-ELEMENT PROGRAMS

Each multi-element category 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, goals, strategies and tactics used to develop the program, including originality and judgment, completeness or comprehensiveness, as measured against the benefits to be gained
- Execution or communications of the program that demonstrate the professionalism and effectiveness of the tools and techniques used, including a clear timeline, budget and ability to overcome challenges encountered in the course of the campaign/program
- Evaluation that shows how the success of the program was measured against its original objectives and lessons learned.

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. CONTENT MARKETING

Programs that effectively demonstrate a strategic program that includes creating and distributing valuable content to attract, acquire and engage target audience(s). Include examples and metrics.

- a. Associations/nonprofit/government
- b. Business products
- c. Business services

5. CRISIS COMMUNICATIONS

Includes programs undertaken to deal with an unplanned event that required an immediate response.

6. MARKETING COMMUNICATIONS

Programs designed to publicize and promote products or services.

- a. Business
- b. Nonprofit Organization

A suggested outline to use when creating your narrative description is:

1. Research
2. Planning (includes goals, key audiences, strategies)
3. Implementation (includes tactics, timetable, budget, challenges encountered)
4. Evaluation/Results

Please prepare a narrative of no longer than two typewritten pages describing the entry and clearly identifying the research, planning, 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 narrative will be uploaded as a PDF in your online entry.

7. MULTICULTURAL PUBLIC RELATIONS

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

8. PUBLIC AFFAIRS

Local, state or federal legislative, political or government activities.

9. PUBLIC SERVICE

Programs that promote societal good, in which the sponsoring organization's principal motivation is altruistic or philanthropic.

10. PUBLIC RELATIONS ON A SHOESTRING BUDGET

Any type of program with a budget of \$5,000 or less.

- a. Business
- b. Nonprofit Organization

11. SPECIAL EVENTS AND OBSERVANCES

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

- a. Business, less than seven days
- b. Business, more than seven days
- c. Nonprofit, less than seven days
- d. Nonprofit, more than seven days

12. REPUTATION/BRAND MANAGEMENT

Programs designed to enhance, promote or improve the reputation of an organization with its publics or key elements of its publics, either proactively or in response to an issue, event or market occurrence.

- a. Associations/nonprofit/government
- b. Business

13. OTHER PUBLIC RELATIONS

Programs not specifically covered above.

2020

PRISM AWARDS

will be presented at a ceremony **THURSDAY, SEPT. 17**

CATEGORIES SINGLE-ELEMENT PROGRAMS

Each single-element entry will be judged on its merits in relation to the entrant's statement of the message to be communicated. To the extent possible, address the research, planning, implementation and evaluation of the PR campaign/plan of which the entry is a part. Single-element programs recognize various skills, techniques, creative tools and communication vehicles used as part of overall programs or developed as an independent program.

14. BROCHURES

Single printed piece for products, information or services.

15. CREATIVE TACTICS

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

16. DIRECT MAIL

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

- a. Business
- b. Nonprofit Organization

17. FEATURE /NEWS WRITING

A single tabloid, magazine, newspaper or newsletter article, that has been written by a practitioner, and submitted and published through his/her efforts. Submit text of article, as well as documentation of publication and placement.

18. 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.

In light of recent events, we will be extending our **member price to all non-members** as well.

EARLY BIRD ENTRY FEE Friday, June 5 (11:59 p.m.)
Member \$40 per entry; Non-member \$40 per entry

REGULAR ENTRY FEE Friday, June 12 (11:59 p.m.)
Member \$55 per entry; Non-member \$55 per entry

LATE ENTRY FEE Friday, June 19 (11:59 p.m.)
Member \$75 per entry; Non-member \$75 per entry

PRSA and IABC will present one **BEST OF SHOW AWARD** for the entry that best showcases outstanding public relations practices.

19. MULTIMEDIA

Video, film, PowerPoint, etc., prepared for any purpose.

- a. Less than one minute
- b. More than one minute

20. PERIODICALS

A series (two or more samples) of a periodical, such as tabloids, magazines, newsletters or quarterly reports.

- a. Printed Version
- b. Electronic Version

21. PODCAST/VODCAST

Programs/shows produced solely as podcasts or vodcasts, downloadable for play on electronic devices.

22. PUBLIC SERVICE ANNOUNCEMENTS

Non-paid 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

23. 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

24. 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.

25. 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.

26. PROMOTIONAL PRINTED PIECES

Annual reports, fliers, invitations, posters, calendars or other promotional pieces.