



Public Relations Association of Mississippi Annual PRism Awards 2009 Guidelines

The Public Relations Association of Mississippi PRism Awards competition is conducted annually. Entry fees assist the profession of public relations by helping to fund professional development conferences and workshops.

Award Categories

The **PRism Award** is given to work deemed outstanding in its field and that surpasses all other entries in that category. The **Award of Excellence** is given to work worthy of recognition and is surpassed only by the Prism Award. The **Certificate of Achievement** recognizes notable work in the field of public relations.

A PRism Award is not necessarily given in each category. PRisms go to works receiving 29-30 total points by the judges. Awards of Excellence go to work worthy of recognition and rating 26-28 points, and Certificates of Achievement are for notable work receiving 23-25 points.

The **Best of Show Award** is presented each year to the one Prism winner entry that clearly leads the field in creativity, professionalism and merit. The **Judges Choice Award** is also presented each year to the one PRism winner.

Eligibility

The competition is open to any individual, company or organization that is a member in good standing in a PRAM chapter in Mississippi. There is no limit to the number of entries a person or an organization may submit. Entries in the PRAM PRism Awards must have been created within Mississippi. All entries must have appeared, aired or been published for the first time in the media between January 1 and December 31, 2008.

All entries submitted, with the exceptions of Public Service Advertising, Advertising for the Arts, and Industry Self-Promotion must have paid for the creative services and the media placement in the normal course of business. Entries which meet the criteria of Public Service Advertising, Advertising the Arts or Industry Self Promotion, can be entered only in those categories.

Should a question arise relative to the eligibility or legitimacy of any entry, the entrant agrees by his/her signature on the entry form to furnish the necessary documentation for review by the PRism Awards committee. Failure to provide documentation of eligibility or legitimacy can be grounds for disqualification.

Entry Deadline

The absolute deadline for receipt of entries is **5 p.m., Friday, February 27, 2009**. Late entries will not be eligible for judging. Mail or ship entries to:

Kelly Scrivner
357 Evergreen Way
Brandon, MS 39047

Public Service Defined

Public Service advertising is that which enlists public support or action in the solution or remedy of problems of common and/or general interest or concern. The message of public service advertising has at its goal the improvement/betterment of the public's health, education and/or welfare. Media space and/or time may or may not have been donated.

Non-English Entries

Original non-English advertising may be entered as a parallel category in the appropriate division. Non-English entries must be identified by the use of "NE" after the category number.

Entries Must

1. Meet all eligibility requirements;
2. Be submitted in the correct category and should signify A, B or C where applicable;
3. Be submitted through the online entry system at www.pramprisms.org by **5 p.m. on Friday, February 27, 2009.**
4. Be correctly identified;
5. Include a typed, completed and signed entry form;
6. Conform to defined mounting and submission requirements; and
7. Conform to all applicable copyright laws.

Entries not conforming to the above requirements may be subject to disqualification.

Entry Fees

Entry fees are \$45 for each entry and \$40 each for three or more. Student entry fees are \$20 for each entry. Make checks payable to PRAM PRISM Awards. Entry fees will not be billed or refunded. All entries received without accompanying fees will be ineligible for judging.

Entry Instructions

Campaigns should be placed in a three-ring binder or mounted. Single entries should be placed in a binder, placed in a manila envelope (envelopes are for identification only, not for shipping) or mounted. Identification is important. Please follow the entry instructions below:

1. **Entry form.** Duplicate the entry form as needed. Attach one copy of the entry form to the physical entry. (See entry instructions). Attach one copy of the entry form (per entry) to a copy of the entry fee* check. **Entry form must be typed.**
2. **Project Profile Sheet.** All entries must include a short, descriptive summary of the project, no longer than one typed page, attached to the entry. (See entry instructions.) The summary should profile the project's objective, strategy, results, and

overall cost. For the Public Relations Programming and Issues categories (categories 1-9), the entry must include a one-to-two page profile of the program (including objectives, strategy, costs, and results), accompanied by any supporting materials referred to in summary. **Profile sheet must be typed.**

3. **Entry.** All entries must be properly packaged and clearly labeled. (See entry instructions.) **Entry deadline is 5 p.m. on Friday, February 27, 2009.**

Mail or ship entries to: (must deliver directly to the street address).

**Kelly Scrivner
357 Evergreen Way
Brandon, MS 39047**

Instructions for Campaign or Series Entries

All entries must be submitted in an 8 ½" x 11", stiff-spine, three ring binder or mounted on black mount foam board.

The project profile sheet must be placed in the front sleeve of the binder or affixed to the front of the first mount board in the series.

An entry comprised of a series of exhibits must have the entry form affixed to the back of the binder or the first mounted exhibit piece in the series on the upper right back side of the board.

Oversize Entries

All entries larger than 20' x 30' must be, folded, photographed and placed in an 8 ½" x 11" stiff-spine, three ring binder or mounted on black mount foam board.

Electronic Entries

Submit radio entries on audiocassettes; submit television/video entries in DVD format. All electronic entries must have accompanying entry form (page 9) and project profile sheet (page 10). Please clearly label the electronic entry category, length, and title on the DVD. Proper identification of the DVD and the container

is important in the event it is separated from its entry form.

***Please note: There is a \$45.00 fee for each entry submitted and a \$20.00 fee for each student entry.**

Multiple Category Entries

Each submission to be judged in more than one category must be submitted in its entirety, including all entry forms and fees per category entered. A separate physical piece must be submitted for each category entered.

Judging

An independent panel of public relation professionals will judge entries. Judging will be based on factual material and documentation. Judges will consider planning, originality, creativity, effectiveness, and budget limitations. The judges or awards committee reserve the right to reclassify entries where appropriate. *Student entries in each category will be judged separately.*

Winners will be notified in advance. Duplicate awards may be ordered at entrant's expense. An invoice will be mailed after the awards ceremony for duplicates.

Entries become the property of PRAM and will be exhibited at the PRAM

Awards banquet. They may be claimed after the awards ceremony. Unclaimed entries will be discarded.

PRism Awards Presentation

PRism Awards winners will be recognized during a luncheon at the PRAM Awards Day April 17, 2009, in Jackson, Mississippi. Winners will be notified prior to the event.

Double-check your entries for:

- Eligibility requirements and correct category placement.
- Proper identification correctly placed on entry.
- Proper packaging (see instructions).
- Project profile sheet attached to entry.

Attach one entry form to the physical entry, and an additional entry form to the entry fee check. Sign check for total entry fee amount, along with a copy of the entry check.

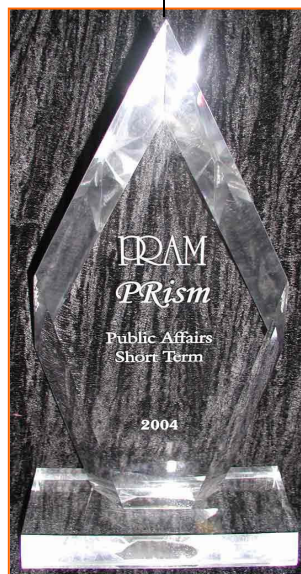
For more information, contact:

Kelly Scrivner

PRAM Vice-President of Awards

Phone: 601-573-6720

Email: pramprisms@gmail.com



PRism Award Categories

Public Relations Programming and Issues Management

1. Total Public Relations Program - A total or overall public relations plan developed for and under way in a company or organization
 - a. Under \$5,000
 - b. \$5,000 - \$10,000
 - c. Over \$10,000
2. Special Public Relations Program (Long Term) - A special or one-time program/project of 90 days or more in duration.
 - a. Under \$5,000
 - b. \$5,000 - \$10,000
 - c. \$10,000 & above
3. Special Public Relations Program (Short Term) - A special or one-time program/project less than 90 days in duration.
 - a. Under \$5,000
 - b. \$5,000 - \$10,000
 - c. \$10,000 & above
4. Community Relations Program - A program that seeks to win the support or cooperation of, or that aims to improve relations with, people or organizations in communities in which the sponsoring organization has an interest, need or opportunity.
 - a. Long term. Program/project of 90 days or more in duration.
 - b. Short term. Program/project of less than 90 days in duration.
5. Public Service - A program that advances public understanding of a societal issue, problem or concern.
 - a. Long term. Program/project of 90 days or more in duration.
 - b. Short term. Program/project of less than 90 days in duration.
6. Public Affairs - A program specifically designed to influence public policy and/or affect legislation, regulation, political activities or candidacies at any level of government.
 - a. Long term. Program/project of 90 days or more in duration.
 - b. Short term. Program/project of less than 90 days in duration.
7. Internal Communication - A program targeted specifically to special publics directly allied with an organization (i.e. employees, members, volunteers, shareholders, etc.)
 - a. Long term. Program/project of 90 days or more in duration.
 - b. Short term. Program/project of less than 90 days in duration.
8. Crisis Communication - A program undertaken to deal specifically with a public relations crisis or other event that has an extraordinary impact on the organization/client.
 - a. Long term. Program/project of 90 days or more in duration.
 - b. Short term. Program/project of less than 90 days in duration.

9. Special events and Observances - A program or event that serves as a celebration, commemoration, opening, observance, etc.
 - a. Long term. Program/project of 90 days or more in duration.
 - b. Short term. Program/project of less than 90 days in duration.

Note: Campaigns should be comprised of at least 75 percent public relations efforts and no more than 25 percent advertising

Creative Public Relations Efforts

10. Annual Report
 - a. Under \$2,000
 - b. Over \$2,000
11. Publication - External Audience
 - a. Under \$2,000
 - b. Over \$2,000
12. Publication – Internal Audience
 - a. Under \$500
 - b. Over \$500
13. Specialty Report
 - a. Under \$2,000
 - b. Over \$2,000
14. Brochure
 - a. Under \$1,000
 - b. Over \$1,000
15. Invitation
 - a. Under \$5
 - b. Over \$5
16. Logo Design
 - a. Under \$500
 - b. Over \$500
17. Direct Mail Program
 - a. Under \$1,000
 - b. Over \$1,000
18. Print Advertising
 - a. Under \$500
 - b. Over \$500
19. News Story or Series
20. Feature Story or Series

21. Specialty Item
 - a. Under \$2.00 each
 - b. Over \$2.00 each
22. Audio Program/Production
 - a. Public Service Announcement
 - b. Advertisement
23. Video Program/Production
 - a. Public Service Announcement
 - b. Advertisement
24. Web site
 - a. Under \$1000
 - b. Over \$1000
25. Interactive CD-ROM
 - a. Under \$1000
 - b. Over \$1000
26. Special Video Production
 - a. Under \$5,000
 - b. Over \$5,000
27. Photography
 - a. Black and White
 - b. Color
28. Media Kit
29. Potpourri – Any other public relations tool that is not included in the above-listed categories.
30. Innovation – Submit a 150-word or less description of something new or different that has been implemented at your organization as a public relations effort. Accompanying materials may be submitted at the discretion of the participant.