



2012 PRISM Awards Call for Entries

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2012 PRISM Awards Call for Entries



May 31, 2012

Strategic Communications Professionals,

The board of directors of the Greater Kansas City Chapter of the Public Relations Society of America invites you to showcase your best public relations and strategic communications work in the 2012 PRISM Awards.

This year's awards gala will take place Friday, October 19, 2012, in downtown Kansas City, Mo. We have a great venue picked out, and we look forward to sharing additional details about the event with you in the coming months. But before we can enjoy the sound of popping corks and celebratory cheers, we must first tend to the hard work of preparing our entries.

This year we have made significant changes to the entry categories and judging criteria. These category changes will better align our campaign and tactics categories with comparable categories for National PRSA's Silver and Bronze Anvils, respectively. Though category numbers and descriptions have changed, you will find the new system comparable to the old.

In addition to updating the categories, we have implemented a new scoring system and judging rubric. The new scoring system will be based on 100 points for campaign categories and 50 points for tactical categories, with different weights applied to the scores for research, planning, implementation, and evaluation. Under the old system, these four criteria were each worth 10 points for a total of 40 possible points.

The new judging rubric will provide clear direction to both entrants and judges when preparing and evaluating entries. It incorporates guidelines from PRSA and the Universal Accreditation Board to define *poor*, *fair*, *good*, and *excellent* practices in public relations, including the use of the Barcelona Principles in the evaluation of programs. Of course, judging is a human endeavor that will always include an element of subjectivity, but we hope this change will help eliminate some of the ambiguity in the process. The new rubric is still being fine-tuned by the executive committee, but we will share it at least two weeks prior to the early bird deadline so you have ample time to consult it when preparing your entry.

We hope you find these changes helpful and will enter your work in the 2012 PRISM Awards. If you have questions about the call for entries, please contact me via phone, 816.235.7724, or email, justin@sturgesword.com. We look forward to seeing at the gala!

Sincerely,

A handwritten signature in blue ink, appearing to read "Justin Erick LaBerge".

Justin Erick LaBerge, APR
President Elect and PRISM Judging Coordinator
Greater Kansas City PRSA

P.S. – We're still on the hunt for motivated volunteers willing to serve on this year's PRISM planning committee. If you're interested, contact GKC PRSA President David Eaheart, David_Eaheart@seaboardfoods.com.

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Campaign Categories

The campaign categories recognize complete programs that incorporate sound research, planning, execution and evaluation. Winning entries will reflect the highest standards for strategic thinking, ethical practice, and measurement that is consistent with the Barcelona Principles.

Programs from these 12 categories are eligible for consideration as Best in Show.

1. Community Relations

Includes programs that aim to improve relations with, or seek to win the support or cooperation of, people or organizations in communities in which the sponsoring organization has an interest, need or opportunity. "Community" in this category refers to a specific geographic location or locations. (Campaigns designed to promote products should be entered in Marketing Consumer Products or Services.)

2. 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 (campaigns designed to launch or promote a specific product or service's launch or sales/marketing effort should not be entered in this category. Instead, refer to Category 6 or 7).

3. Events and Observances

Includes programs or events such as commemorations, observances, openings, celebrations or other special activities. These events or observances may be as short as one day or as long as one year.

4. Public Service

Includes programs that advance public understanding of societal issues, problems or concerns. (Similar programs conducted principally to enhance an organization's standing, or to otherwise serve its interests directly, will fall under Category 2: Reputation Programs.)

5. Public Affairs

Includes programs specifically designed to influence public policy and/or affect legislation, regulations, political activities or candidacies — at the local, state or federal government levels — so that the entity funding the program benefits.

6. Marketing Consumer Products and Services

Includes programs designed to introduce new products or services or promote existing products or services to a consumer audience.

7. Marketing Business to Business

Includes programs designed to introduce new products or promote existing products or services to a business audience.

8. Crisis Communications and Issues Management

Includes programs undertaken to deal with an unplanned event that required an immediate response and programs undertaken to deal with issues that could extraordinarily affect ongoing business strategy.

9. Internal Communications

Includes programs targeted specifically to special publics directly allied with an organization, such as employees, members, affiliated dealers and franchisees.

10. Investor Relations

Includes programs directed to shareowners, other investors and the investment community.

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11. Multicultural Public Relations

For any type of program, such as institutional, marketing and community relations, specifically targeted to a cultural group.

12. Integrated Communications

Includes any program that demonstrates leadership of public relations strategies and tactics in a creative and effective integrated campaign, along with other marketing or communications. The program must demonstrate the clear leadership of public relations, along with its integration with other disciplines.

Tactical Categories

Categories 13 through 30 recognize excellence in the tactical elements that contribute to the success of larger public relations campaigns. Though these tactical elements cannot be reasonably held to the same standards as public relations campaigns, winning entries still must demonstrate sound effort in research, planning, implementation and evaluation.

13. Feature Stories*

Feature articles that have been written by a practitioner, and submitted and published through his/her efforts. Submit text of feature article, as well as documentation of publication and placement.

14. Editorials/Op-Ed Columns*

Opinion articles written as editorials, guest columns or letters to the editor. Submit text of article and documentation of publication.

15. Podcasts

Audio or video programs/shows produced solely as podcasts, downloadable for play on portable media players (e.g., iPods, MP3 players, etc.). The entry must include an episode of the podcast on a CD or DVD.

16. Websites

Use of a website as part of a public relations program. Include screen grabs or copies of key pages to support your summary. Additionally, include the website URL for external sites.

17. Webcasts

Media files distributed over the Internet using streaming media technology. May be live or recorded. Submit a CD or DVD of the webcast, as well as the actual site URL.

18. Social Media

Use of social media, including Facebook, Twitter, Foursquare, Google +, YouTube, etc. as part of a public relations program. Include screen grabs or copies of key pages to support your summary. Additionally, include the website URL for external sites.

19. Blogs

Web-based journals, or blogs, that engage key stakeholders and/or communicated either a corporate, public service or industry position. Include screen grabs of the blog being entered, as well as the actual site URL.

20. Smartphone Application or Web Widget

Use of smartphone applications or web widgets as part of a public relations program. Include copy and any images of key pages to support your summary. Additionally, include brief instructions on how to download the application or widget.

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21. Creative or Unconventional Tactics

Unconventional, creative tactics or approaches used as part of a public relations program. (If the creative/unconventional tactic included props or other objects, document those items with photos or videos on CD/DVD).

22. Press Kits/Media Kits

News releases, photographs and other background information compiled for an organization, product or issue.

23. Video

Created for internal or external use to publicize products, services or issues, shape public opinion or promote awareness. Can also include video news release. Include a copy of the video with the entry.

24. Newsletters

Publications (either printed or electronic) designed, written and published periodically to provide brief and timely information to target audiences while supporting an organization's overall objectives. Submit three consecutive issues with the entry.

25. Brochures

Pamphlets, booklets or other small publications (either printed or electronic) designed to inform a target audience about an organization, product, service or issue. Submit one copy of the publication with the entry.

26. Magazines

Publications (either printed or electronic) designed to provide in-depth information about an organization or topic on a regular basis. Magazines typically differentiate from newsletters by the number of pages and length of articles. Submit three consecutive issues.

27. Special Publications

Single-issue publications (either printed or electronic) designed for a special purpose. Books and other publications not eligible for consideration in other categories should be entered here. Submit one copy of the publication along with the entry.

28. Annual Reports

Publications (either printed or electronic) that report on an organization's annual performance. Submit one copy of the publication along with the entry.

29. Direct Mail/Direct Response

Communications (either printed or electronic) designed to solicit a specific, immediate response by the target audience. This can be a single communication or a series. Submit at least one copy of the publication along with the entry.

30. Special Projects

Other common public relations tactics that are not otherwise listed, including public service announcements, press conferences, speeches, satellite media tours, etc.

*Entries in categories 13 (Feature Stories) and 14 (Editorials/Op-Ed Columns) must be written in their entirety or substantively by the entrant, and not merely "pitched."

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Call for Entries**



Entry Requirements and Rules

Please carefully review entry rules and requirements. The GKC PRSA PRISM Judging Committee will disqualify entries that do not meet all guidelines described below.

1. Eligibility

The Greater Kansas City Chapter of the Public Relations Society of America (GKC PRSA) PRISM Awards competition is open to PRSA members and non-members.

Entrants must practice within the standard metropolitan statistical area of Kansas City, including Jackson, Clay, Platte, Ray and Cass counties in Missouri, and Wyandotte and Johnson counties in Kansas. GKC PRSA members residing in eastern Kansas or central and western Missouri, in cities such as Columbia, Lawrence, Topeka or Wichita, are also eligible. *The GKC PRSA PRISM Judging Committee will disqualify entries that do not meet all guidelines described below.*

2. Timing

Each entry must be a public relations program or project that occurred between June 1, 2011 and May 31, 2012. The judging committee recognizes that programs often do not fit neatly within this window, so leeway is afforded. For example, if the substantial majority of work occurred during this time frame, but a major outcome/event occurred shortly thereafter, it may be entered this year. Similarly, if a program spans multiple years, but major outcomes were achieved during the eligibility period, it may be entered.

3. Entry Deadlines and Fees

Entries must be submitted with payment in full by one of the dates listed below. Entries may be paid for by check or credit card. To pay by credit card, go to www.kansascity-prsa.org. Please enclose a copy of the credit card payment confirmation with your entries. Credit card payments will be subject to a small markup to cover third-party credit card processing fees.

Entries may be hand-delivered, couriered, or shipped to the following locations.

Downtown:

Sturges Word Communications
Attn: Justin LaBerge, APR
810 Baltimore Ave
Kansas City, MO 64105

Johnson County:

Seaboard Foods
Attn: David Eaheart, APR
9000 W 67th St., Suite 200
Merriam, KS 66202

Entries must be received (not postmarked) by the dates and times listed below.

	Deadline	Member Price*	Non-Member Price
Early Bird	Friday, June 29 12 noon sharp	\$55	\$75
Regular	Wednesday, July 18 5 p.m. sharp	\$75	\$95
Late	Wednesday, July 25 5 p.m. sharp	\$100	\$125

*To be eligible for the member rate, **at least one member of the team who actually did the work on the project must be a current, dues-paying member of the Greater Kansas City Chapter of PRSA.** PRSA does not have corporate memberships. A company does not automatically qualify for the member rate simply because it is a sponsor or because an employee of the company is a member of PRSA.

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4. **Entry Format: CD/DVD**

Each entry must be submitted on CD or DVD. Please provide three (3) CD/DVD copies for each entry. All items for the entry should be included on the CD/DVD; preferred file formats are PDF or Word for entry and background documents. Supporting material may contain PDF, image, audio or video files. In the event a judge has trouble opening your files in the designated formats, you will be contacted and asked to submit in a different format. You will have three (3) business days from the time you receive the request to submit the new file via email to the contact person.

5. **CD/DVD Label**

Label each CD/DVD with entrant's name, organization name, phone number, entry title, and category. Your entry will not be returned. If you want a copy for your file, please make one before submitting. Judging forms will be returned the evening of the awards gala.

6. **Entry Form**

An entry form *must be filled out and included as a digital file on each CD/DVD*. Please submit a different entry form for each entry. A fillable Microsoft Word version of the entry form is available on the GKC PRSA/PRISM website.

7. **Submissions**

A typed summary of no more than two pages must accompany each submission. Please include this document on the CD/DVD entry. Summaries must include:

Background

Include a short description of the company or organization for which you completed the program or project as well as other background information that will help the judges evaluate your entry.

Research

Summarize research conducted or gathered for the project, and show how that research helped to define your goals, objectives, strategies and target audiences.

Planning

State the goals and measurable objectives of the program or project, along with the intended impact on the target audiences and, by extension, the organization.

Implementation

Describe the strategies, techniques and tools used to meet the objectives. What key messages did you convey, and why? What, if any, challenges did you overcome? Include the project's timetable and budget. What extraordinary circumstances did you overcome?

Evaluation

Detail success by matching outcomes to the objectives. Discuss the impact of the program on the target audience and organization. How did you measure results? Did you meet the timetable and budget? If not, why?

Please consult the scoring rubric for guidance on the information to include in each section to prepare a strong entry.

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8. **Supporting Materials**

Claims made in your summary must be substantiated by supporting materials enclosed with your entry. For example, if you say your campaign resulted in an increase in some metric, include the research report documenting that change in your supporting materials.

You may provide additional items to further describe the program, provided they can be submitted on your CD/DVD. Acceptable materials include PDFs of key project elements, such as letters, releases, reports, magazines, newsletters, brochures and other documents; image files; audio files; or video files. When submitting electronic communication, provide a PDF of the information and a URL address. Submit Intranet sites in one document, along with the URL, or provide screen captures of site pages along with the URL.

Judging Criteria

Judges reserve the right to reassign entries to a category more appropriate. Judges will evaluate entries based on a scoring rubric. This rubric is designed to reflect the best practices espoused by the Public Relations Society of America.

Entrants are strongly encouraged to review the scoring rubrics for campaigns and tactics to ensure their entries meet the standards prescribed therein.

Awards

Entries do not compete against each other, but rather, are judged against a standard. Judges may award numerous Gold PRISMs and Silver PRISMs in each category if those entries all meet the applicable standards, or they may decide to not give any awards in a given category.

Entries in the campaign categories (1 through 12), will be awarded a Gold PRISM if it receives an average score of 85 or higher, and a Silver PRISM if it receives an average score of 70 to 84.5. These entries are also eligible for consideration as best in show.

Entries in the tactical categories (13 through 30), will be awarded a Gold PRISM if it receives an average score of 43 or higher, and a Silver PRISM if receives an average score of 35 to 42.5.

Best of Show

Awarded based on highest scores, judges will select no more than four nominees from the categories 1-12 winners for the Best of Show Award. The Best of Show Award winner will be announced at the 2012 PRISM awards ceremony.

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**Greater Kansas City PRSA 2012 PRISM Awards
OFFICIAL ENTRY FORM**

Early Bird Deadline: Friday, June 29, 2012, 12 noon
Regular Deadline: Wednesday, July 18, 2012, 5 p.m.
Late Deadline: Wednesday, July 25, 2012, 5 p.m.

Your entry will NOT be returned. Please make and keep a copy for your files before sending. You will receive your judging form back the night of the PRISM awards. If you are unable to attend the awards event, scheduled for Oct. 19, contact Justin LaBerge, justin@sturgesword.com, to receive your form after the event.

Please include a copy of this form as an electronic file on each CD/DVD of your entry. If the entry is submitted jointly by two organizations, please include each entrant's contact information. At least one of the organizations must be based in the Kansas City area.

Program Title:	
Category Number:	
Category Name:	
Entrant Name(s):	
Entrant Organization(s):	
Contact Email:	
Contact Phone:	

AWARD INFORMATION

If your entry is chosen for an award, copy will appear exactly as you have provided below. Please note there are 33 characters (including spaces and punctuation) available per line, as permitted by the awards vendor. If you submit copy with more 33 characters, the PRISM Committee will edit as necessary.

Project Title:	
Recipient Name(s):	
Organization Name(s):	

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**Sample Judging Form
Campaigns – Categories 1 through 12**

Entrant Name(s)	
Entrant Company(ies)	
Program Name	
Category Number & Name	
Judge's Name	

Judges: Please consult scoring rubric for details on what constitutes poor, fair, good and excellent in each of the four judging elements.

Research (15 points)

Poor 0 to 5; Fair 6 to 9; Good 10 to 12; Excellent 13 to 15

Research Score: _____

Planning (25 points)

Poor 0 to 10; Fair 11 to 16; Good 17 to 22; Excellent 23 to 25

Planning Score: _____

Implementation (40 points)

Poor 0 to 20; Fair 21 to 30; Good 31 to 35; Excellent 36 to 40

Implementation Score: _____

Evaluation (20 points)

Poor 0 to 6; Fair 7 to 11; Good 12 to 17; Excellent 18 to 20.

Evaluation Score: _____

Total Score: _____

Judge's Comments (Required)

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**Sample Judging Form
Tactics – Categories 13 through 30**

Entrant Name(s)	
Entrant Company(ies)	
Program Name	
Category Number & Name	
Judge's Name	

Judges: Please consult scoring rubric for details on what constitutes poor, fair, good and excellent in each of the four judging elements.

Research and Planning (15 points)
Poor 0 to 5; Fair 6 to 9; Good 10 to 12; Excellent 13 to 15.

Research and Planning Score: _____

Implementation (25 points)
Poor 0 to 10; Fair 11 to 17; Good 18 to 21; Excellent 22 to 25.

Implementation Score: _____

Evaluation (10 points)
Poor 0 to 4; Fair 5 to 6; Good 7 to 8; Excellent 9 to 10.

Evaluation Score: _____

Total Score: _____

Judge's Comments (Required)