



2018 Greater Kansas City PRISM Awards Call for Entries

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Dear Members and Communications Professionals,

The Greater Kansas City Chapter of the Public Relations Society of America invites you to showcase your best communications work for the 2018 PRISM Awards at the chapter's biggest event—the annual PRISM Gala. Our celebration will take place on Thursday, September 20, 2018. Please be on the lookout for more information via our website and monthly e-newsletters.

A PRISM Award serves as one of the communication industry's most distinguished honors in Kansas City and recognizes best entries with PRISM and SILVER trophies.

Our PRISM event showcases outstanding programs and materials created by public relations professionals who practice in the greater Kansas City area or have completed assignments for KC-based clients. The PRISM Gala is this chapter's largest annual fundraiser and recognition event which supports professional development and career advancement for current members, prospective professionals, as well as students from surrounding colleges and universities.

Corporations, non-profit organizations, agencies, solo practitioners and other businesses are encouraged to submit entries. GKC-PRSA has provided an all-in-one submissions platform to make it easy and convenient for you to submit your work. We'll again use the OpenWater software that allows you to create a user profile, log in, work on, and save your entry as you go.

Categories: Campaign

The campaign categories (1 through 12) 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. Identical entries in multiple categories will not be accepted.

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.

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.

Categories: Tactical

The Tactical Categories (13 through 31) 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.

*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.”

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.

*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.”

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 provide a link to the podcast.

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 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.



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.)

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 link to your video.

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.

31. Infographic

A visual image such as a chart or diagram used to represent information or data. These graphics convey complex information quickly and clearly, such as in signs, maps, journalism, technical writing, and education. They are intended to present potentially complex information quickly and clearly, in a fun and quick way to teach about a topic without a ton of heavy reading.



Rules and Requirements

Please carefully review entry rules and requirements to avoid disqualification.

1. Eligibility

The Greater Kansas City Chapter of the Public Relations Society of America 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.

2. Timing

Each entry must be a public relations program or project that occurred between **June 1, 2017 and May 1, 2018**. 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 and paid in full by one of the dates listed below. Entries may be paid by check or credit card. For more information on payment please see pages 11-13.

Entry Deadlines and Fees		
<u>Entries will not be accepted after 5 p.m. on June 8.</u>		
Deadline	Member Price*	Non-Member Price*
<i>Early Bird:</i> Pay and submit by Thursday, June 1, 2018	\$70	\$90
Regular: Pay and submit by Friday, June 8, 2018	\$80	\$100

4. Submissions

Submissions, including Collateral Materials, can be no longer than 50 pages. A typed executive summary of no more than two pages must accompany each submission. **Submissions that exceed 50 pages will be disqualified from consideration.** Attachments under Collateral Materials Upload are limited to no more than three (3) relevant files. Consider consolidating multiple photos, videos, documents, or other items into PDF, PowerPoint, or .zip form to submit a complete entry. If you are referencing something in your Collateral Material to another page, please link to that page for clarity. Please consult sample scoring sheets on [f](#) for guidance to prepare a strong 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 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?

Outstanding Professionals Nominations

During the PRISM Gala the chapter recognizes those who've exemplified exceptional individual performances. Please use these criteria to nominate a co-worker, manager, or other PR professional for one of the following awards.

Nomination Instructions: Nominations in each category should include a professional biography of the nominee, a summary of accomplishments, and at least two letters of recommendation. We will request an electronic color photo of the winner. *Please mail or scan your nomination by June 30 to noritataylor@gmail.com.*

The Roger Yarrington Public Relations Professional of the Year Award

There are local practitioners who deserve special recognition for their contributions to the public relations profession. If you know someone who meets the following qualifications, please nominate the practitioner for the 2018 Public Relations Professional (PR Pro) of the Year Award:

- Demonstrates superior professional character;
- Exhibits exemplary professional achievement;
- Creates a positive impact on the profession; to the lives of professionals and/or organizations;
- Contributes his/her time and talents to the community; and
- Has earned the respect of peers, co-workers, and clients.
- Please include two letters of recommendation.

***Nominees for Pro of the Year do not have to be members of GKC- PRSA.*

The Bill DeLay Award for Distinguished Service to GKC-PRSA

GKC-PRSA relies on members' participation and volunteerism to achieve its goals. The chapter created the GKC-PRSA Service Award to recognize these efforts. If you know someone who meets the following qualifications, please nominate them for the 2018 GKC-PRSA Service Award:

- Is a GKC-PRSA chapter member in good standing;
- Exhibits exemplary volunteer efforts on behalf of the chapter;
- Demonstrates participation exceeding the status quo; and
- Displays a strong presence in the public relations profession and marketing community.
- Please include two letters of recommendation.

The Public Relations (PR Team) of the Year Award

GKC-PRSA will recognize a PR and/or communications team that deserves special recognition for its achievements during the past year. This team can be a PR agency, internal PR group or collaboration. Include team members, accomplishments, and two letters of recommendation stating why the team deserves the honor.

OpenWater Instructions

GKC-PRSA has provided an all-in-one submissions platform. Utilizing the OpenWater software, you will be able to create a user profile to log in and save your entry information as you gather your information.

Home Page

<https://kcprism.secure-platform.com/a/>



The main page allows easy travel through the online PRISM 2016 Call for Entries website. Pages include:

Get Started: <https://kcprism.secure-platform.com/a/solicitations/home/1>

Rules: <https://kcprism.secure-platform.com/a/page/rules>

Categories: <https://kcprism.secure-platform.com/a/page/categories>

Judging Forms: <https://kcprism.secure-platform.com/a/page/judgingforms>

Nominations: <https://kcprism.secure-platform.com/a/page/nominations>

Questions: Provides an email link to send questions to PRISM Co-Chair.

Once a user profile has been created, the home page allows a user to login and continue an application.

Creating a User Profile

<https://kcprism.secure-platform.com/a/solicitations/home/1>



Clicking on the Get Started link goes to a simple form that requests an email address. This form can be used to check whether an account has already been created under a specified email address. This form also provides an opportunity to input a password if the email address is registered.

The user profile will auto-fill select fields in the submission form, as well as provide contact information for an entry.

A confirmation email will be sent to the registered email address.

Required fields in the user profile include:

- Email Address
- First Name
- Last Name



- Company Name
- Job Title
- Primary Address (Street Address, City, County, State / Province, Zip / Postal Code)

A password must also be entered and verified before an Applicant is registered. Once registered, the submission form will be available to complete.

Submitting an Entry

Each submission contains three parts that must be completed before an entry is complete. As each section is completed, OpenWater will automatically save the submission.



No entry will be eligible for judging until total payment has been received, either through the online payment portal or by check.

Checks should be mailed to:
Greater Kansas City Chapter of the Public Relations Society of America
PO Box 413794
Kansas City, MO 64141
ATTN: PRISM AWARD ENTRY

Part 1: Entry Information

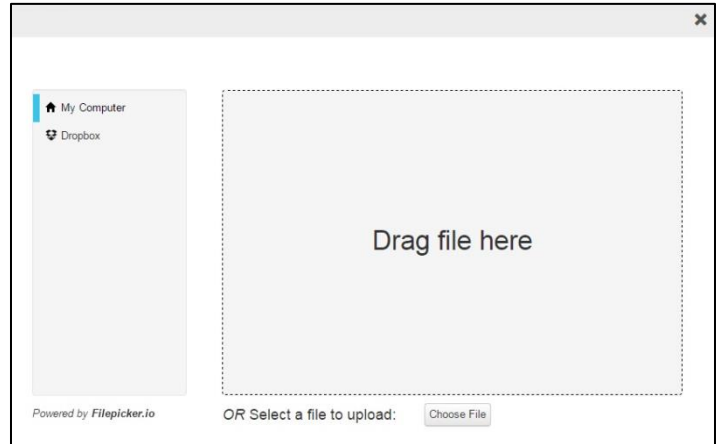
- Program Title
- Category
- First Name
- Last Name
- Primary Address
- GKC-PRSA Member Status (member or non-member)
- Entrant Company(ies)
- Non-Profit Status
- Program or Outcome Completion Date

Part 2: Executive Summary

This section allows for the inclusion of a 2-page summary of a campaign or tactical program. You also have the option of uploading a formatted version of the summary.

Part 3: Collateral Materials

This section allows uploading the main collateral materials document, not to exceed 50 pages, as well as the attachment of up to three relevant photos, videos, documents, or other items. In order for a submission to be complete, all relevant planning, budgeting, printed pieces, news articles, and other items referred to in the executive summary should be included in the Collateral Materials Upload or attached via the three attachment sites or the two link uploads available on the page.



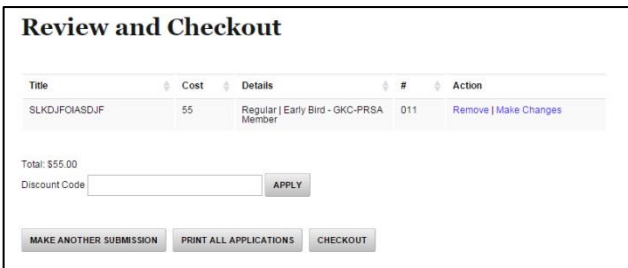
Add to Cart



At this point, an entry may be reviewed, saved, or added to the cart. If any required fields have not been completed, the form will direct you to the incomplete field and place it in a red box. A

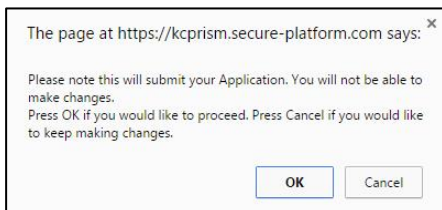
submission cannot be paid for unless it is complete.

Review and Checkout



At Review and Checkout, the cart will reflect all completed submissions and allow an applicant to make changes to any submission. Buttons at the bottom allow an applicant to make another submission, print all applications, or checkout. No entry is final until payment has been made through the site or a check has been received.

Checkout




Once payment information has been entered, clicking the Process button will render your submission(s) complete and no further changes can be made. A confirmation and payment invoice will be emailed to the registered account and may be downloaded or saved. If paying by check, please send a copy of your invoice with payment.

Judging Sheet Examples

Campaign

**Greater Kansas City Chapter, PRSA
PRISM Awards 2016**



**Program Entries - Individual Judging Sheet
Campaigns**

Entry Name: _____

Entry Number: _____

Please check box that applies below:

- 01. Community Relations
- 02. Reputation/Brand Management
- 03. Events and Observances
- 04. Public Service
- 05. Public Affairs
- 06. Marketing Consumer Products and Services
- 07. Marketing Business to Business
- 08. Crisis Communications and Issues Management
- 09. Internal Communications
- 10. Investor Relations
- 11. Multicultural Public Relations
- 12. Integrated Communications

Signature of Judge:

Comments:

Judging Criteria
All entries will be judged in the four areas listed below.

Research (_____/15 points)
Poor 0 to 5;
Fair 6 to 9;
Good 10 to 12;
Excellent 13 to 15
Summary of research conducted or gathered for the project, and demonstrations of how that research helped define goals, objectives, strategies and target audiences.

Planning (_____/25 points)
Poor 0 to 10;
Fair 11 to 16;
Good 17 to 22;
Excellent 23 to 25
Clearly stated goals and measurable objectives of the program or project, along with the intended impact on the target audiences and, by extension, the organization.

Implementation (_____/40 points)
Poor 0 to 20;
Fair 21 to 30;
Good 31 to 35;
Excellent 36 to 40
Description of the strategies, techniques and tools used to meet objectives. What key messages were convey, and why? What, if any, challenges were overcome? Inclusion of the project's timetable and budget. What extraordinary circumstances did the project overcome?

Evaluation (_____/20 points)
Poor 0 to 6;
Fair 7 to 11;
Good 12 to 17;
Excellent 18 to 20
Details of success by matching outcomes to the objectives. Discussion of the impact of the program on the target audience and organization. How were results measured? Was the timetable and budget met?

Total Points: _____

Tactical



Greater Kansas City Chapter, PRSA PRISM Awards 2016



Program Entries - Individual Judging Sheet Tactical

Entry Name: _____

Entry Number: _____

Please check box that applies below:

- 13. Feature Stories
- 14. Editorials/Op-Ed Columns
- 15. Podcasts
- 16. Websites
- 17. Webcasts
- 18. Social Media
- 19. Blogs
- 20. Smartphone Application or Web Widget
- 21. Creative or Unconventional Tactics
- 22. Press Kits/Media Kits
- 23. Video
- 24. Newsletters
- 25. Brochures
- 26. Magazines
- 27. Special Publications
- 28. Annual Reports
- 29. Direct Mail/Direct Response
- 30. Special Projects
- 31. Infographic

Signature of Judge:

Comments:

Judging Criteria

All entries will be judged in the four areas listed below.

Research and Planning (___/15 points)

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

Summary of research conducted or gathered for the project, and demonstrations of how that research helped define goals, objectives, strategies and target audiences. Clearly stated goals and measurable objectives of the program or project, along with the intended impact on the target audience and, by extension, the organization.

Implementation (_____/25 points)

Poor 0 to 10;
Fair 11 to 17;
Good 18 to 21;
Excellent 22 to 25

Description of the strategies, techniques and tools used to meet objectives. What key messages were conveyed, and why? What, if any, challenges were overcome? Inclusion of the project's timetable and budget. What extraordinary circumstances did the project overcome?

Evaluation (_____/10 points)

Poor 0 to 4;
Fair 5 to 6;
Good 7 to 8;
Excellent 9 to 10

Details of success by matching outcomes to the objectives. Discussion of the impact of the program on the target audience and organization. How were results measured? Was the timetable and budget met?

Total Points: _____