



2014 PRISM Awards Call for Entries

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2014 PRISM Awards Call for Entries

April 11, 2014

Strategic Communications Professionals,

The board of directors of the Greater Kansas City Chapter of the Public Relations Society of America (PRSA) invites you to showcase your best public relations and strategic communications work in the 2014 PRISM Awards. The PRISM Award serves as one of the industry's most distinguished honor recognizing the very best in PR in Kansas City. In the 25-plus-year history of the PRISM Awards, more than 1,000 organizations have been recognized, including solo practitioners, agencies of all sizes, large and small businesses, top corporations, nonprofits, associations and government agencies.

This 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 Awards is this chapter's annual fundraiser to help generate money for events in professional development and investment towards future public relation professionals from surrounding colleges and universities.

This year's awards gala is a black-tie affair and takes place Friday, October 10, 2014, off The Country Club Plaza at The Intercontinental Hotel. Please look for additional details about this event in a formal invitation to follow.

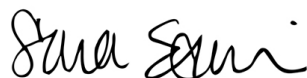
Before we can celebrate the annual accomplishments, we must first tend to the hard work of preparing our entries. Corporate companies, non-profit organizations and agencies are eligible to apply and submit their public relations work. Similar to last year, the process of submissions will be done online. The submission form can be found [here](#). When crafting your submission, please follow these rules:

- Limit entries to 50 pages or less.
- Entries can be no bigger than 20 MB.
- If you have a video this year, please upload it to YouTube and include the link.
- If you are referencing something in your submission to another page, please link to that page. So it is easier for the judges to find.

Click [here](#) to submit payment for your entries. Once you determine the price category you fall under, multiply that amount times the number of submissions.

We hope you find these changes helpful and will enter your work in the 2014 PRISM Awards. If you have questions about the call for entries, please contact Sara or Gina. We look forward to seeing at the gala!

Our Best,



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2014 PRISM Awards Call for Entries 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. 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.

Tactical Categories

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.

2014 PRISM Awards 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, 2013 and May 31, 2014. 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 [here](#). 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.

Deadline	Member Price*	Non-Member Price*
Early Bird-Friday, June 6, 5 p.m. sharp	\$55.00	\$75.00
Regular-Friday, June 27, 5 p.m. sharp	\$75.00	\$95.00
Late-Wednesday, July 9, 5 p.m. sharp	\$100.00	\$125.00

*Non-profit organizations receive 25% discount

4. Submissions

A typed summary of no more than two pages must accompany each submission. Summary pages are counted as part of the 50 pages for the total entry. Please include this document with your submission. Please consult the sample scoring sheets 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, what?

**2014 PRISM Awards
Judging Form
Categories 1 through 12
(Campaigns)**

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)

**2014 PRISM Awards
Judging Form
Categories 13 through 30
(Tactics)**

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 for each of the 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)