



Entry Guidelines & Categories - Central Ohio PRSA – 2018 PRISM Awards

The PRISM Awards offer two tracks: a Multifaceted Campaign and a Single Item Entry. Please consider that all entries are digital.

Multifaceted Campaigns

Develop a concise summary, no more than two typed pages in length, stating research, planning, execution and evaluation. The summary will be one of the primary considerations in the judges' review and must discuss the topics outlined below.

- Research (25%) – Outline processes used to establish goals and methods. Include any original or secondary research used to determine the scope of the problem or opportunity and the factors important in strategic planning.
- Planning (25%) – State measurable objectives and judgment used in determining strategy, budget, target publics and objectives. Describe planning process used.
- Execution (25%) – Describe the tactical elements of the plan, techniques, approaches and resources used. Describe difficulties encountered in achieving objectives.
- Evaluation (25%) – Report which objectives were met and how success was determined through quantifiable measurement.

Single Item Entries

Develop a concise, one-page typed summary stating objectives, audiences, budget, results and other pertinent data. Judging will be based on content, creativity, results/effectiveness, quality of production, technical excellence and appropriateness for the identified target audience

Multifaceted Campaigns

1. **Community Relations**
Programs that improve or maintain an organization's relationship or image in the communities in which it operates.
2. **Corporate Social Responsibility**
A plan that's been integrated into the overall business model that improves the commonwealth of people and/or the environment beyond the immediate stakeholders of the organization. Examples include, but not limited to, environmental, philanthropy or ethical labor practices.
3. **Stakeholder Relations**
A comprehensive program that influences stakeholder attitudes, decisions and actions. Programs must be targeted to individual and institutional stakeholders, as well as other corporate stakeholders and the investment community (relating to an organization's financial performance).
4. **Crisis Communications and Issues Management**
Best management of a situation or response undertaken to deal with an event (including natural disasters) or issue that has had or may have a negative or damaging impact on an organization or its customers/publics.
5. **Blogger and Influencer Outreach**
Building and maintaining relationships with influencers by proactively reaching out to the blogger and influencer community on behalf of a product, service or organization.
6. **Social Media Campaign**
Programs that use social media to engage, share, inspire and/or activate people and the community. (i.e. forums, blogs, podcasts, videos or social networking sites).
7. **Integrated Communications**
Programs that incorporate a variety of communication venues and approaches (i.e. traditional media, social media, internal communications, media relations, advertising, public relations) while maintaining a focused communication marketing strategy.
8. **Internal Communications**
Internal programs designed and implemented to enhance an organization's relationship with its employees, their families, retirees or non-employed closely related audiences.
9. **Special Events**
An event or series of events designed to draw attention to a product, service or commemorative occasion – such as observances, openings, celebrations or other special activities.
10. **Marketing Communications Consumer Products and Services**
Programs designed to introduce new products or services or promote existing products or services to a consumer audience.

11. Marketing Communications Business to Business
Programs designed to introduce new products or services or promote existing products or services to a business audience.
12. Public Affairs
Programs designed to affect legislation, government regulations, political activities or candidacies on a local, state or federal government level.
13. Branding/Rebranding
Campaign designed to develop and/or promote an organization's brand or image to its target audience to build or enhance the overall reputation, integrity and/or perceived value of an organization from a holistic point of view. Programs should encompass the full organization, rather than a product or service.

Single Item Entries

14. Annual Reports
Publications that report on an organization's annual performance.
15. Media Kits/Online Newsrooms
Packaged information (electronic or print) such as press releases, fact sheets, photos and other collateral to promote a company, organization, event, product, service, etc.
16. Publications
 - a. Guides/Books
Single-issue publications designed for a special purpose.
 - b. Newsletters
Publications 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.
 - c. Magazines
Publications designed to provide in-depth information about an organization or topic on a regular basis. The number of pages and length of articles typically differentiate magazines from newsletters.
 - d. Direct Mail
Communication pieces that are designed to solicit a specific, immediate response by the target audience. This can be a single communication or a series.
 - e. Brochures
Brochures designed to inform a target audience about an organization, product, service or issue.
17. Social Media
 - a. Best Use of Facebook

Best use of a Facebook page to interact and engage with an organization's target audiences.

b. Best Use of Twitter

Best use of a Twitter account to interact and engage with an organization's target audiences.

c. Best Use of Instagram

Best use of an Instagram account to interact and engage with an organization's target audiences.

d. Best Use of YouTube/Other Video-Sharing Site

Best use of YouTube or another video-sharing site used to engage audiences and raise awareness of an organization, product or event.

18. Creative Tactics

Unconventional, creative tactic or approach used as part of a public relations program.

19. Speeches

Submit text of speech. Summary should include information on audience, purpose of speech and any documented results.

20. Presentations

Best use of public presentation to engage, educate and influence an audience. Submit deck or content of presentation, along with one-page summary including information on audience and purpose of presentation.

21. Media Relations – Consumer Products and Services

Tactics, programs and events driven entirely by media relations for a consumer product or service.

22. Media Relations – Business to Business

Tactics, programs and events driven entirely by media relations for business to business.

23. Feature Stories

Submit text of feature article as well as documentation of publication and placement.

24. Op-Ed Columns and Byline Articles

Opinion article written as an editorial, guest column or letter to the editor. Submit text of article and documentation of publication. The article should have been written by the practitioner and submitted and published through his/her efforts.

25. Interactive/Digital PR

a. Websites

A website designed to communicate with internal or external audiences. Submit website addresses and other links and/or screenshots of site.

b. Webcast/Webinar

Best use of digital communication via live seminar, live press conference, etc. to engage, educate and influence an audience. Submit deck or content of presentation, along with one-page summary including information on audience and purpose of presentation.

c. Video News Release

Pre-produced videos distributed to television stations to inform target audiences about an event, product, service or organization.

e. Email Blast

Communication pieces that are designed to solicit a specific, immediate response by the target audience. This can be a single communication or a series.

26. Online Communications

Creative or unconventional uses of online communications in a public relations program.

a. Blogs

b. Other