



## **Entry Guidelines & Categories - Central Ohio PRSA – 2019 PRISM Awards**

The Central Ohio Chapter of the Public Relations Society of America invites all area professionals to submit their work from 2018 for the PRISM Awards. Whether you are a corporation, agency, non-profit association, college or university, or other firm or business, the PRISM Awards are designed to honor exceptional public relations activities from a diverse mix of businesses, industries and backgrounds throughout central Ohio. With a winning entry, your company may enhance its professional reputation and create a competitive advantage by allowing you an opportunity to share your achievement with clients and customers.

The PRISM Awards offer two tracks: a Multifaceted Campaign and a Single Item Entry. Please consider that all entries are digital. We do break this down further and offer a PRISM Award winner (first place) and Award of Excellence winner (runner up) for both Profit and Non-Profit work.

Awards honored for each category:

- Profit – PRISM Award (first place)
- Profit – Award of Excellence (runner up)
- Non-Profit – PRISM Award (first place)
- Non-Profit – Award of Excellence (runner up)

### **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. **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.
4. **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.
5. **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).
6. **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.
7. **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.
8. **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.
9. **Marketing Communications Consumer Products and Services**  
Programs designed to introduce new products or services or promote existing products or services to a consumer audience.
10. **Marketing Communications Business to Business**  
Programs designed to introduce new products or services or promote existing products or services to a business audience.
11. **Public Affairs**  
Programs designed to affect legislation, government regulations, political activities or candidacies on a local, state or federal government level.
12. **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.
13. **PRSSA Outstanding Project**

Project completed by PRSSA student chapter during 2018. The work should provide a clear understanding of PR tactics and the target audience, highlight a clear set of goals and measurable objectives and PR tactics that were applied to achieve them, a creative approach to the client's needs, completed by at least one PRSSA member in good standing. Project can be completed by student-run firm, but not a requirement. Limit two (2) per student chapter. The cost of entering is free for students.

### **Single Item Entries**

14. Annual Reports  
Interactive or printed versions of annual reports that report 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. Single-issue publications – guide/book, magazine, direct mail, brochure
  - b. Series publications – newsletters, magazines, direct mail, brochures
17. Best Use of Social Media Platform  
Best use of social media platform to interact and engage with an organization's target audience. Can be any of the following social media channels: Facebook, Twitter, Instagram, YouTube/Other Video-Sharing Site
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-Placements  
Submit text of feature article or video of broadcast feature story 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.
  - d. Best Use of Video  
How did you use video to help tell a story and reach your target audience? Video should demonstrate how it increased engagement and list what site was used – internal or external.
  - e. Enewsletter  
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. Virtual experience  
Best use of augmented reality, virtual reality or virtual tours or experiences.
  - f. Audio  
Best use of audio such as podcasts, audio tours, audio news release.
26. Online Communications  
Creative or unconventional uses of online communications in a public relations program.
- a. Blogs
  - b. Other
27. Use of Data / Analytics  
How did it uncover hidden patterns, correlations or other insights to help make quicker and more efficient business decisions to gain a competitive edge?
28. Mobile Application  
Use of mobile applications as part of a public relations program. Include copy and any images of key pages to support your one-page summary. Additionally, include brief instructions on how to download the application.