



**ENTRY FORM**

Please complete the form neatly (print or type) and add the number of the appropriate category. If your entry wins, information for the event program will be taken directly from this form.

Title of Entry..... Category Number.....  
 Produced for (name of organization or client).....  
 Your Name.....  
 Your Company/Organization.....  
 Your Mailing Address.....  
 Your Phone.....  
 Your E-mail Address.....  
 Web Site Address (if entering this category).....  
 Total Amount Enclosed.....

Budget for Entry (check appropriate box)

- Under \$5,000                       5,000 to \$50,000                       \$50,000 to \$500,000
- \$500,000 to \$1 Million                       Over \$1 Million

Name and title of person who will accept award if this entry wins (please print legibly)  
 .....

Contributors (Use this space to list up to three people (including you), departments or agencies that worked on the project. If this entry wins, these names will appear in the program.)

- 1).....
- 2).....
- 3).....

Type of Entry (check appropriate box)       Not-for-Profit (you or your client is not-for-profit)       Corporate

**ENTRY FEE**

If you are submitting more than one entry, please include a typed list of entries on letterhead and attach the check for your entry fee(s). Please be sure to enter the correct amount. Refunds will not be granted if you overpay. Make checks payable to the **PRSA Rochester Chapter**.

**TO PAY WITH A CREDIT CARD, PLEASE VISIT [WWW.IMPOSSIBLEPR.COM](http://WWW.IMPOSSIBLEPR.COM)—LINK COMING SOON.**

If not-for-profit work is submitted by the organization itself or its advertising agency, then the not-for-profit submission rate applies. **Separate checks are not necessary.**

<b>Corporate PRSA member.....</b>	<b>\$60</b>	<b>TOTAL amount enclosed \$</b> _____
<b>Corporate, non-member.....</b>	<b>\$80</b>	\$25 additional entry fee if received after 2 PM on March 26, 2010.
<b>Not-for-profit, PRSA member ....</b>	<b>\$50</b>	No entries accepted after 5 PM.
<b>Not-for-profit, non-member .....</b>	<b>\$70</b>	



## Things to Remember

### ENTRY DEADLINE

Friday,  
March 26, 2010,  
at 2:00 p.m.

\$25 additional entry fee if received after 2 p.m. No entries accepted after March 26, 2010

### REMEMBER TO ENCLOSE:

- Entry (folder or binder)
- **Three copies** of entry form, description and summary
- Typed list of entries and fees if submitting more than one entry
- Check made payable to **PRSA Rochester Chapter** or credit card information filled out

### DELIVER ENTRIES TO:

**Kellie Fronk**  
Martino Flynn, LLC  
175 Sully's Trail, Ste 100  
Pittsford, NY 14534

# Categories



### PROGRAM AWARDS

- (P1) Business-to-Business Communications
- (P2) Community Relations
- (P3) Consumer Product or Service Communications
- (P4) Crisis and Issues Management Communications
- (P5) Global Communications
- (P6) Institutional/Image Communications
- (P7) Integrated Campaign\*
- (P8) Internal Communications
- (P9) Investor Relations Program
- (P10) New Product/Service Launch
- (P11) Special Event/Observance

### ELEMENT AWARDS

- (E1) Annual Report
- (E2) Blogger Campaign
- (E3) Blogs
- (E4) B-Roll
- (E5) Brochure
- (E6) Direct Mail/Direct Response
- (E7) Editorial/Op-Ed Column
- (E8) External Video Programs
- (E9) Feature Story
- (E10) Interactive Presentation
- (E11) Internal Video Programs
- (E12) Logo Design
- (E13) Magazine
- (E14) Media Relations (briefings, press conference, event or tour)
- (E15) Most Improved Element
- (E16) News Release
- (E17) Newsletter
- (E18) Online Publication/E-zine
- (E19) Other Print Piece (poster, invitation, etc.)
- (E20) Other Writing Projects (advertorial, case study, speech, etc.)
- (E21) Photography
- (E22) Podcasts/Vodcasts
- (E23) Press Kit
- (E24) Public Service Announcement
- (E25) Research
- (E26) Satellite Media Tours
- (E27) Social Media
- (E28) Trade Show
- (E29) Video News Release
- (E30) Webcasts
- (E31) Web Site

\*This is the ONLY category that can be entered more than once.





# Criteria for Program Entries

All program entries will be judged in four areas: Research, Planning, Execution and Evaluation. These are consistent with the industry standard for effective professional practices, the PRSA Silver Anvil Awards and the Universal Accreditation Board criteria.

With the exception of the Integrated Campaign category, no individual submission can be entered in more than one program category. Since public relations is often part of a larger campaign, the Integrated Campaign category enables you to highlight the creative and effective integration of public relations strategies and tactics with other promotional marketing communications. If the public relations component of the integrated campaign is strong enough to compete as a separate program (Business-to-Business Communications, Special Event/Observance, etc.), then it may be entered again. This is the **ONLY** category in which submissions can be entered more than once.

As in the past, individual components from any program may be submitted as separate element entries (be sure to include separate entry, form, summary and fees). Programs often have better chances of winning when they are near completion and evaluation against initial objectives can be better determined.

## GUIDELINES

- Submit entry in one three-ring binder.
- Write a 100-word description of your program, which will be used to describe your entry if it wins.
- Prepare a summary, no longer than two typed pages.
- Complete the entry form and staple it to the description and summary. Include three copies in the front of the binder with the check for the entry fee.
- Divide your binder with four tabs and insert appropriate supporting materials behind the sections: Research, Planning, Execution and Evaluation. Include materials such as planning documents, brochures, clipping reports, letters, pictures, releases, etc.
- If integral to the program, supporting materials may be provided on a DVD, VHS tape or CD-ROM (no longer than 10 minutes). Larger printed materials may be mounted, but may not be larger than 16 x 20 inches.



## HOW TO PREPARE YOUR PROGRAM AWARD SUMMARY

The summary is the most important component of a program entry. Judges review it carefully to evaluate a program on its merit in four key areas. Please use the following guidelines when preparing your summary:

### RESEARCH

Analyze or describe the situation on which the program is based, and indicate who specifically initiated the research. Was it in response to a problem or to examine a potential problem? Did the research help redefine the situation in any way? How was it relevant to shaping the planning process? How did it help define audience(s) or the situation?

### PLANNING

Include an outline of the plan. Describe the target audiences and objectives. What was the overall strategy? What materials were used? What was your budget? How do the plans correlate with the findings? Who was involved in the planning?

### EXECUTION

How were the plans executed, and what were the results? In general terms, how did the activities flow? How were challenges overcome? Were other organizations involved? Was advertising a part of the program? If yes, what was the budget for advertising compared to the overall program?

### EVALUATION

Since public relations activity is intended to affect business or organizational results, outcomes measurement is important in determining the effectiveness of any campaign.

What methods of evaluation were used? How are results related to research findings and strategic objectives? When preparing your entries, consider the following outcomes in preparation for the Evaluation section of your entry: awareness data (aided, unaided, familiarity, etc.), behavioral data (donations raised, employee retention, participation in an event, etc.), financial/market data (funds raised, market share, sales, etc.) and survey data (brand equity rating, employee morale, reputation ranking, etc.).

### DEADLINE FOR ENTRIES IS MARCH 26, 2010, BY 2 P.M.

PRSA Rochester  
2010 PRISM Awards Competition  
Thursday, June 10, 2010 at 5:30 p.m.  
Casa Larga Vineyards





## Criteria for Element Entries

All individual entries will be judged in four areas, based on the PRSA Bronze Anvil Awards criteria: Planning/Content, Creativity/Quality, Technical Excellence and Assessment/Results. The greatest emphasis is on execution in the areas of Creativity/Quality and Technical Excellence. Judges will also be evaluating how the element fits into a broader public relations strategy, so please be sure to provide a description of the element relative to the program strategy.

Additional points may be awarded for innovation in the categories of Interactive CD-ROM, Online Publication/E-zine and Web site.

No individual submission can be entered in more than one element category.

### GUIDELINES

- Submit individual entry in a pocket folder.
- Write a 100-word description of your program, which will be used to describe your entry if it wins.
- Prepare a summary, no longer than one typed page. Be sure to include a description of how the element fits into a broader public relations strategy.
- Complete the entry form and staple it to the description and summary.
- Include three copies in the front of the folder with the check for the entry fee.
- All video entries must be provided on DVD, VHS tape or CD-ROM.
- All audio entries must be provided on CD or cassette.
- Most Improved Element Entries: Include both old and new pieces. Entries must represent a redesign or new concept. It should not be a piece that changes each year (such as an annual report).
- Photography Entries: Provide a print of the photo (no chromes or negatives) and an original of the publication or kit where the photo appeared.
- Web site Entries: Submit your site address as well as hard copies of the home page and other key subdirectory and feature pages. Include no more than eight sample pages.
- Submissions mounted on boards may not be larger than 16 x 20 inches.



### HOW TO PREPARE YOUR ELEMENT AWARD SUMMARY

For individual awards entries, please use the following subheads in your summary and do not exceed a length of one page. Judges carefully review the award summaries, especially when evaluating the areas of planning and results.

#### PLANNING/CONTENT

Describe the objectives of the entry. Identify the audiences and strategies used. Include information on research, if applicable. What was the budget? What messages and materials were used?

#### ASSESSMENT/RESULTS

Indicate what method(s) of evaluation was (were) used. Results should provide evidence of how the stated objectives were met and how the entry impacted the success of a broader or ongoing program. Evidence may be qualitative or quantitative, as appropriate for the scope and nature of the entry.

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