

2010
MAKE A BIG SPLASH!
CALL FOR ENTRIES

Dayton Area Chapter

PRSA

Public
Relations
Society of
America





ABOUT THE PRISM AWARDS

The annual PRism Awards commends the achievements of PR professionals throughout the Dayton area. The awards recognize the research, planning and ingenuity that go into implementing an exceptional public relations initiative. The competition is open to both PRSA members and non-members who work or live in the Dayton area.

Winners will earn a PRism or Award of Merit. One entry will be selected as the Best in Show. Each winner will be notified with a congratulatory letter the week of April 5, 2010 and will be honored at an awards dinner on Tuesday, April 27, 2010 at the David Ponitz Sinclair Center, 444 W. Third St., Bldg. 12, Dayton, Ohio.



Dayton Area Chapter
c/o Elizabeth Long
Ball Aerospace & Technologies
2875 Presidential Drive
Fairborn, OH 45324



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ENTRIES
ARE DUE BY 5 P.M.
WEDNESDAY,

ENTRY DEADLINE

FEBRUARY 24
2010

Entry fees are \$40 for members, \$60 for non-members and \$10 for students. Late entries will be accepted until 5 p.m. on Monday, March 1, 2010, with an additional \$20 fee per late entry.

Organizations or individuals with more than two entries will receive a \$5 discount per additional entry.

HOW TO ENTER

Fill out the entry form available at www.prsadayton.org and include two copies with your completed entry. All entries must include a category. Prepare a concise summary of the entry – no longer than two typewritten pages (8 1/2" x 11"). Submit entries in a hard cover, three-ring binder not to exceed three inches thick; pages no larger than 8 1/2" x 11".

You may enclose a check made payable to Dayton Area PRSA Chapter or complete the online form at www.prsadayton.org for payment by credit card and send to: Elizabeth Long, Ball Aerospace & Technologies Corp., 2875 Presidential Drive, Fairborn, Ohio, 45324.

RULES OF ENTRY

To be eligible, projects must have been completed in 2009. Judges' decisions are final. If no entry meets the judging criteria for an award in a particular category, no winner will be named.

Entries will be displayed during the awards dinner and may be claimed after the program. Unclaimed entries will be destroyed. Entries that do not include the required summary and entry forms, do not meet the deadline or do not include the required entry fee will be disqualified at the discretion of the PRISM Awards Chair.

COMMUNICATOR OF THE YEAR THE SMITTY AWARD

Each year, the Dayton Area Chapter presents the Communicator of the Year to an individual from the area who has demonstrated communications excellence. It is awarded to a person whose community contributions have occurred in part, or in whole, because of particularly effective communications and public relations.

To nominate a deserving PR pro, e-mail the nominee's name and current job along with a brief description (75 words or less) of the candidate (title and company) to patty.sorrell@mww.com by February 26 at 5 p.m. A review panel will select a group of finalists from the pool of nominees. These finalists and/or their nominators will then be asked to provide additional information for the final selection committee to review.

Questions should be directed to Patty Sorrell at patty.sorrell@mww.com or 937-495-2456.

PRISM AWARD CATEGORIES

JUDGING CRITERIA

A panel of public relations professionals from another PRSA chapter will judge all entries. Judges will use the following criteria to evaluate each entry. Each written summary should include:

RESEARCH:

- Evidence of project/program rationale
- Primary or secondary research conducted

PLANNING:

- Strategy
- Stated objectives (specific and measurable)
- Target audience
- Budget

EXECUTION:

- Implementation, including tactics, creative, methods, challenges faced, internal and external use of available resources

RESULTS:

- Measured against objectives
- Use of quantifiable measurement methods
- Return on time/budget investment (if appropriate)

SUPPORT MATERIAL:

- Error-free, professional materials
- Appropriate for audiences

- 1. Community Relations** – Created to strengthen relations between organizations and the community; may include political campaigns
1a. Profit | 1b. Non-profit
- 2. Public Service** – Designed to advance public understanding of a social issue, problem or concern
2a. Profit | 2b. Non-profit
- 3. Media Relations** – Programs/materials aimed at journalists, i.e. media kits, news releases, social media campaigns
3a. Profit | 3b. Non-profit
- 4. Investor Relations** – Programs/materials directed at shareholders and the investment community, i.e. annual reports
4a. Profit | 4b. Non-profit
- 5. Special Events and Observances** – Events may be commemorations, observations, openings, celebrations or other special events
5a. Profit | 5b. Non-profit
- 6. Internal Communications** – Includes employees, members, affiliated dealers or franchise communications materials, i.e. newsletters, non-profit annual reports
6a. Profit | 6b. Non-profit
- 7. Marketing Communications** – Designed to publicize and promote services or products to consumer or business audiences, i.e. brochures, videos
7a. Profit | 7b. Non-profit
- 8. Crisis Communications** – Programs/materials developed to deal with an accident, natural disaster, or other emergency situation that had an extraordinary impact on an organization
8a. Profit | 8b. Non-profit
- 9. Websites/Electronic Media/Social Media** – Includes websites, CD press kits, webcasts, social media programs, etc.
- 10. Writing** – Includes promotional copy, feature and news writing, speeches, video scripts, etc. (All entries will be judged together regardless of profit/non-profit status.)
- 11. Student** – Full campaigns with planning and support materials, research programs and/or writing samples, including news releases, speeches and newsletters developed for classes or clients may be submitted