PRSA Public Relations Society of America

Central Iowa Chapter

PRIME Awards Evaluation Instructions

ENTRY INFORMATION

Each entry should include a two-page summary of the project, as well as supporting materials (**excluding the #16 student category, see below**). The summary should describe the entry, how it was developed, and what was to be achieved. The following information should be included in each summary:

- Basic entry information
- Problem/Opportunity
- Goals and Objectives
- Tactics
- Evaluation
- Budget

#16 Student Category

Please judge based on content, creativity, production quality, technical excellence and appropriateness for the declared audience.

JUDGING THE ENTRIES

Each entry should be evaluated by AT LEAST two judges. Please use the provided "PRIME Awards Evaluation Form" to score and evaluate each entry. Judges are instructed to critique based on a complete summary, thorough planning, creative execution and documentation of results. A breakout of the judging criteria follows:

- Planning = 40%
- Execution = 30%
- Evaluation = 30%

Additional details and instructions are available on the judging form.

ASSIGNING AWARDS

Once judging is complete, the judging teams need to assign the following awards based on the number of points earned in each category:

1. PRIME Award

The PRIME Awards are reserved for outstanding entries that did a superior job of meeting the stated goal and achieving results. The highest score in each category wins the PRIME Award. **Only one PRIME Award may be given in each category**. If there is a tie, please have a third judge evaluate the entry.

If no entries are judged to be outstanding, judges may opt not to give a PRIME Award to any entry in the category.

2. Merit Award

Awards of Merit may be given for entries that met stated goals and demonstrated good results. The second highest score in each category wins the Award of Merit. **Only one Award of Merit may be given in each category**.

If it is deemed that no entries are deserving of this award, judges may opt not to give an Award of Merit to any entry in the category.

3. Best of Show Award

The Best of Show Award is assigned to one entry, in any category, that did the best job of meeting the stated goal, achieving the desired results and received the highest score. Only one Best of Show Award should be given.

AWARD CATEGORIES

1. Internal Communications Program: Programs or campaigns targeted primarily to employees, organization members, boards/directors and other internal audiences.

2. Annual Reports: Publications that report on an organization's annual performance. Not-for-profit and for-profit organizations are eligible. Submit one copy of the publication.

3. Newsletters: Pieces written and designed (including electronic) to communicate company facts, direction or news. May be a single piece or an ongoing series. If entering a series, include at least three issues. Target audience may be internal or external stakeholders.

4. Magazines: Regularly occurring publication with 10 or more pages (excluding front and back cover) that focuses on a particular company or not-for-profit organization's area of expertise. All writing must be done by the company/individual submitting the piece.

5. Feature Writing: Writing designed to inform or entertain about an organization, product or service. Submit text of feature articles as well as documentation of publication.

6. Technical Writing: Documents or editorial written to define and/or explain a technical product or service to a target audience.

7. Speech Writing: Development and scripting of a document for use in presentation format. Submit text of speech.

8. Media Relations Program: Programs instituted via the media to build and foster relationships with key community audiences of an organization, product or service. Entries can include a one-time campaign or an ongoing program (includes media tours and press conferences targeting any type of editorial medium).

9. Community Champion: Pro bono programs instituted to build and foster relationships with key community audiences of an organization, product or service. Entries can include a one-time campaign or a long-term commitment by an organization.

10. Special Event: Communications program surrounding a special event. Events may be commemorations, observances, openings, celebrations or other special activities.

11. Crisis/Issues Management Campaign: Communications program designed to demonstrate emergency preparedness or timely response to an issue. Include plans for dealing with unforeseen crises that could negatively affect an organization's effectiveness and an example of this plan in action. May involve internal and/or external audiences.

12. Integrated Communication Campaign: A program that exemplifies creative and effective integration of traditional public relations Tactics with at least one other marketing communications tool, such as advertising, direct marketing, sale promotion or design.

13. Multimedia: Includes video, audio, PSAs and other audiovisual tactics. Submit final project and include transcript of the message (if applicable).

14. Websites: Websites designed as part of a communications program. Copy entered in this category must be written by the entrant. Design may be subcontracted. Include the web URL, screen shots and provide any necessary passwords to access the site.

15. Social Media: Use of social media including Facebook, Twitter, YouTube, Google+, blogs or other social media networks as part of a public relations program. Include screen shots, copies of key pages and/or blog entries to support your summary. Include the site's complete URL. Entries should include detailed results/metrics.

16. Student: Any public relations, advertising or marketing work performed by college students or college class projects. PRSSA membership is not required. College and university faculty and administrators can submit work performed by students under their supervision. Working professionals can enter work performed by college interns under their supervision, or students can enter individually.