

2010 ENTRY REQUIREMENTS

Entries must be communications designed for first use in 2009. Materials entered in previous PRIME competitions are not eligible. Entries should be submitted by company representatives or their agency contacts who had direct input in the end product. Local coordination of a national program is not allowed.

Each entry requires the following components:

- o Two typed copies of the completed entry form
- o Any supporting materials
- o Check made payable to Central Iowa PRSA (one check may be provided for multiple entries)
- o All entry contents must be secured inside a standard three-ring binder with a spine measuring 2” or less

Please attach one copy of the typed entry form to the outside cover of the binder. The second copy should go in the front inside pocket of the binder.

No entry may be submitted in more than one category. However individual pieces of an overall campaign may be split up and entered into individual categories, as well as the overall campaign category. Any entry not meeting the above requirements will be disqualified.

Entries become the property of Central Iowa PRSA unless retrieved at the PRIME Awards Ceremony on April 29th, 2010. PRSA is not responsible for lost or damaged entries. Please do not send samples of work that cannot be replaced.

An entry form that includes all elements of the work plan may be downloaded from the PRSA Central Iowa Web site at www.prsacentraliowa.org

ENTRY FEES

2009-2010 Central Iowa PRSA Chapter

Members: \$35 per entry

Non-members: \$45 per entry

Entry fees must be submitted with entries and are not refundable. Each participating organization should submit one check and one payment form listing all entries. Please make checks payable to Central Iowa PRSA. There is no discount for entering more than one piece.

DEADLINE

All entries must be received by 3:00 p.m., Friday, March 5, 2010.

No exceptions or extensions allowed. Entries received after the deadline will be disqualified.

Entries should be mailed or delivered to:
Ryan Hanser
Hanser & Associates
4401 Westown Parkway, Suite 212
West Des Moines, IA 50266

WORK PLAN GUIDELINES

The work plan describes the entry – how it was developed and what you intended to achieve. Please limit your work plan to two typed, double-spaced 8-1/2” x 11” pages and include the following:

- o Basic entry information – list the category number, category name and entry title
- o Problem/opportunity – describe the problem or opportunity your entry was developed to address, what the entry was intended to accomplish, the target audience and the circumstances for communicating with the audience.
- o Goals and objectives – describe your goal(s) and your objectives in measurable terms, how the goals related to organizational goals, your approach to the problem, and the reason for that approach.
- o Tactics – describe your implementation plan, how the project was carried out, and your role in the project.
- o Evaluation – describe all aspects of your evaluation plan for this project and the end results. Describe how the results compared with your initial goals and objectives.
- o Budget – provide a budget figure for all time and out-of-pocket costs for the project, including planning, execution and evaluation.

ENTRY CATEGORIES

1. Internal Communications Program: Programs targeted primarily to employees, organization members and other internal audiences.

2. Annual Reports: Annual reports from not-for-profit and for-profit organizations are eligible.

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

4. Magazines: Regularly occurring publication with 10 or more pages (excluding covers) that cover 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. Other Collateral: Other types of publications not classified above, such as pieces developed for fundraising, sales promotion, special events, invitations and miscellaneous print materials. Must have a written element.

6. News Writing: "Hard" news written for specific target media about an organization, product or service. Examples include news releases, fact sheets Q & A and FAQs, and media kits. Include a manuscript, if applicable.

7. Feature Writing: Writing designed to inform or entertain about an organization, product or service. May include one-time or recurring features or columns. Include a manuscript and identify/explain target media.

8. Promotional Writing: Writing designed to sell or persuade audiences into a certain opinion or action. Speeches, guest editorials and ghostwritten articles may be included in this category. Include a manuscript.

9. Media Relations Program: 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 an ongoing program.

10. Community Champion Award: Probono 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.

11. Special event: Communications program surrounding a special event.

12. Crisis Communication/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 and organization's effectiveness and an example of this plan in action. May involve external and internal audiences.

13. Integrated Communication Campaign: Overall communications program that includes more than one communications discipline to reach the targeted audience with the key message.

14. Audiovisual: One-dimension programs delivered via voice or video rather than print (e.g., public service announcement, audio feed, video news release). Include a transcript along with a CD-ROM or DVD of the message.

15. Electronic Communication: Any program delivered electronically to internal or external audiences, including e-newsletters and podcasts/vodcasts. Include all text and HTML files on CD-ROM (2 copies).

16. Computer-based Document: Presentations delivered via CD-ROM or PowerPoint. Examples include training materials, client presentations and new business proposals. Provide a CD-ROM with Acrobat or any self-running files. Please also provide two copies of up to 10 screens, a flow chart, or any combinations.

17. Web site: Web site copy entered in this category must be written by the entrant. Design may be subcontracted. Include five copies of screen shots as well as a Word document saved to a CD-ROM or USB with a link to the site. Blogs are also acceptable.

18. One-person Project: Programs that were planned, executed and evaluated by one person. All work – including art and design – should be completed solely by the entrant.

19. Not-for-profit Only: Any public relations program designed specifically for or by a not-for-profit organization. Not-for-profit organizations may also enter any of the other categories.

20. Social Media/Social Media Campaign: Use of social media including Facebook, MySpace, Twitter, YouTube, blogs or other social media network as part of a public relations program. Include screen shots, copies of key pages and/or blog entries to support your summary. Additionally, include the Web site URL for external sites.