

The 27th annual Oklahoma City Chapter of the Public Relations Society of America (PRSA) awards competition is about to begin! The goal of the 2004 Upper Case Awards competition is to recognize the best in public relations programs and practices in the Central Oklahoma region and throughout the state.

First held in 1978 as the Bronze Derrick Awards, the competition's name was changed in 1990 to the Upper Case Awards to better reflect the journalistic beginnings of the profession. Type that is set in capital letters stands apart from its surroundings. It demands attention and shouts importance. Here's your chance to stand apart and show your talents. Your work is exceptional, dazzling, stupendous—it's UPPER CASE!

ELIGIBILITY

THE UPPER CASE AWARDS COMPETITION IS OPEN TO ALL PUBLIC RELATIONS AND COMMUNICATIONS PROFESSIONALS, BOTH PRSA MEMBERS AND NONMEMBERS, IN OKLAHOMA.

CONTEST PERIOD AND DEADLINE

THE MAJOR PORTION OF WORK FOR THE 2004 UPPER CASE AWARDS ENTRIES MUST HAVE TAKEN PLACE BETWEEN JULY 1, 2003 AND JUNE 30, 2004. ALL PUBLIC RELATIONS PROJECTS PRODUCED IN THIS TIMEFRAME ARE ELIGIBLE FOR ENTRY.

THE DEADLINE FOR ALL ENTRIES OF 4:00 P.M., FRIDAY, JULY 30, 2004. LATE ENTRIES RECEIVED BETWEEN JULY 30 AND AUGUST 6, 2004 WILL BE CHARGED AT THE HIGHER LATE ENTRY RATE.

ENTRY FEES

PAYMENT/PURCHASE ORDERS MUST ACCOMPANY ALL ENTRIES. CHECKS SHOULD BE MADE PAYABLE TO PRSA. ANY ENTRY SUBMITTED WITHOUT PAYMENT OR PURCHASE ORDER WILL BE DISQUALIFIED.

REGULAR ENTRY FEES:

\$35 PER ENTRY FOR PRSA MEMBERS
\$50 PER ENTRY FOR NONMEMBERS

LATE ENTRY FEES (APPLY TO ENTRIES RECEIVED BETWEEN JULY 30 AND AUGUST 6, 2004):

\$45 PER LATE ENTRY FOR PRSA MEMBERS
\$60 PER LATE ENTRY FOR NONMEMBERS

ENTRY FEES ARE NON-REFUNDABLE.

SEND ENTRIES TO

YVONNE ANDERSON, UPPER CASE AWARDS CO-CHAIRMAN
ASSOCIATION OF CENTRAL OKLAHOMA GOVERNMENTS
21 E. MAIN, SUITE 100
OKLAHOMA CITY, OK 73104-2405

Phone: (405) 234-2264

Email: yanderson@acogok.org

ENTRY PREPARATION AND PROCEDURES

FOR EACH ENTRY IN CATEGORIES 1, 2, OR 3 PLEASE SUBMIT:

TWO COPIES OF YOUR SIGNED ENTRY FORM.

TWO COPIES OF A CONCISE SUMMARY (NO LONGER THAN ONE 8.5 IN. X 11 IN. PAGE WITH 1-INCH MARGINS ALL AROUND, AND FONT SIZE NO SMALLER THAN 12 POINTS) INTRODUCING YOUR PROJECT, INCLUDING THE ENTRY'S PURPOSE, PLANNING, TACTICS, BUDGET, GOALS ACHIEVED AND OTHER RELEVANT INFORMATION.

ONE NOTEBOOK CONTAINING ENTRY MATERIALS, SIGNED ENTRY FORMS IN CLEAR-VIEW FRONT POCKET, AND SUMMARIES. NOTE: CATEGORY 1 REQUIRES THREE CONSECUTIVE ISSUES TO BE SUBMITTED IN THE ENTRY NOTEBOOK.

FOR EACH ENTRY IN CATEGORY 4, PLEASE SUBMIT:

TWO COPIES OF YOUR SIGNED ENTRY FORM.

TWO COPIES OF A CONCISE SUMMARY (NO LONGER THAN ONE 8.5 IN. X 11 IN. PAGE WITH 1-INCH MARGINS ALL AROUND, AND FONT SIZE NO SMALLER THAN 12 POINTS) INTRODUCING YOUR PROGRAM INCLUDING RESEARCH, PLANNING (INCLUDING MEASURABLE OBJECTIVES AND BUDGET), EXECUTION, AND EVALUATION.

ONE NOTEBOOK CONTAINING ENTRY MATERIALS, SIGNED ENTRY FORMS IN CLEAR-VIEW FRONT POCKET, AND SUMMARIES.

NOTE: ADDITIONAL INSTRUCTION PACKETS AND ENTRY FORMS CAN BE DOWNLOADED FROM THE OKLAHOMA CITY CHAPTER PRSA WEB SITE AT WWW.PRSAOKC.COM. JUDGING FORMS WITH CRITERIA FOR EACH CATEGORY ARE ALSO POSTED AS AN ADDITIONAL PREPARATORY RESOURCE.

ENTRY NOTEBOOK SPECIFICATIONS

EACH ENTRY MUST BE SUBMITTED SEPARATELY AND MUST BE LIMITED TO ONE HARDCOVER, STIFF-SPINE, THREE-RING, CLEAR-VIEW* BINDER NO MORE THAN THREE INCHES THICK. THE BINDER SHOULD BE FREE OF LETTERING, LABELS, DRAWINGS OR OTHER ARTWORK. OVERSIZED MATERIALS (LARGER THAN 8.5 IN. X 11 IN.) CAN BE FOLDED TO FIT INSIDE THE BINDER OR REPRESENTED BY PHOTOGRAPHS WITH DESCRIPTIONS. AUDIOTAPES, VIDEOTAPES, CDS, ETC. MUST BE PLACED IN RE-SEALABLE SLEEVES. TRANSPARENCIES SHOULD BE MOUNTED IN CONSECUTIVE ORDER WITH SCRIPT INCLUDED. ALL MATERIALS MUST BE LABELED.

***FRONT PANEL, CLEAR-VIEW POCKETS ARE USED IN THE JUDGING PROCESS TO HOLD IDENTIFYING ENTRY AND JUDGING FORMS.**

ADDITIONAL INFORMATION

PHOTOCOPIES OF ENTRY FORMS ARE ACCEPTABLE. ENTRIES SUBMITTED WITHOUT COMPLETED ENTRY FORMS WILL BE DISQUALIFIED.

ENTRIES WITHOUT ACCOMPANYING PAYMENT OR PURCHASED ORDERS WILL BE DISQUALIFIED.

ALL AWARDS WILL BE PRESENTED AT THE UPPER CASE AWARDS BANQUET ON OCTOBER 29, 2004, AT THE PETROLEUM CLUB, 100 N. BROADWAY IN DOWNTOWN OKLAHOMA CITY.

THE SOUTH CAROLINA CHAPTER OF THE PUBLIC RELATIONS SOCIETY OF AMERICA WILL JUDGE THE 2004 UPPER CASE AWARDS COMPETITION ENTRIES. JUDGES WILL USE A TOTAL POINT RATING PROCESS TO ESTABLISH WINNERS. AWARDS FOR EACH CATEGORY MAY INCLUDE UPPER CASE, MERIT, AND HONORABLE MENTION. HOWEVER, IF SUFFICIENT POINTS ARE NOT ACCUMULATED BY ANY ENTRANT IN A CATEGORY, NO AWARDS MAY BE GIVEN IN THAT CATEGORY.

THE DECISION OF THE JUDGES IS FINAL.

ENTRY DEADLINE: JULY 30, 2004

ENTRY CATEGORIES

CATEGORY 1 / PUBLICATIONS

This category covers all aspects of effective publication production. Entries will be judged on layout, format, writing, and continuity of project components such as graphics, photographs and copy, as well as how well entries meet their stated objectives and the effective use of available budget. Submit three consecutive issues for magazines and newsletters.

1A PUBLIC RELATIONS MATERIALS, 1-3 COLOR

1A4 PUBLIC RELATIONS MATERIALS, 4 COLOR

(Public relations materials include brochures, handbooks, direct mail, programs, invitations, etc.)

1B MAGAZINES, 1-3 COLOR

1B4 MAGAZINES, 4 COLOR

1C ANNUAL REPORTS, 1-3 COLOR

1C4 ANNUAL REPORTS, 4 COLOR

1D NEWSLETTERS, 1-3 COLOR

1D4 NEWSLETTERS, 4 COLOR

CATEGORY 2 / WRITING

Entries will be judged on writing skills, overall effectiveness and originality, as well as how well they meet their stated objectives.

2A SPEECHES

2B STRAIGHT NEWS

(Straight news includes stories written for the media and prepared to inform readers of current issues or timely developments.)

2C FEATURE STORIES

(Feature stories include stories intended to inform and entertain the reader.)

2D RADIO AND TV SCRIPT WRITING

CATEGORY 3 / NON-PRINT

Entries will be evaluated on technical production (effective filming sequences, organization, production values, and format), content quality and effectiveness, scripting and creativity, as well as the effective use of budget and how well they meet their stated objectives.

3A VISUAL

(Must be submitted on 1/2 in. vhs tape or cd)

3B AUDIO

(Must be submitted on cassette tape or cd)

3C WEB SITE DESIGN

(Must include hard copy print-out)

3D ELECTRONIC MEDIA

(Includes cds, electronic releases)

CATEGORY 4 / PUBLIC RELATIONS PROGRAMS

Entries will be judged on thoroughness of research, planning, execution and evaluation as well as innovative and creative nature, quality, continuity of components (graphics, photographs, copy), the ability to meet objectives, the effective use of budget, and overall effectiveness of the program or event.

4A MARKETING/PUBLIC RELATIONS CAMPAIGNS

Programs that include marketing communications and/or public relations communications and that are designed to introduce and promote new or established services or ideas.

4B SPECIAL EVENTS AND OBSERVANCES

Programs or events scheduled for one or more days such as commemorations, observances, openings, celebrations, year-long anniversary activities, etc. Entries may include materials such as invitations, programs, etc.

4C MEDIA RELATIONS CAMPAIGNS

Programs and events driven entirely by media relations. Submit press kits, news releases, media advisories, video news releases, pitch letters, photographs, background information compiled, requests for coverage, etc. Along with evidence of the resulting media coverage. Tv coverage should be submitted on a 1/2" vhs cassette and radio coverage on an audio cassette.

4D INTERNAL COMMUNICATIONS CAMPAIGNS

Programs targeted to an organization's special publics, i.E. Employees, members, affiliated dealers, franchisees, etc.

4E COMMUNITY RELATIONS CAMPAIGNS

Programs that seek to win the support or cooperation of people or organizations in communities in which the sponsoring organization has an interest.

4F CRISIS COMMUNICATIONS PROGRAMS

Programs undertaken to deal with disasters, emergencies, or events that have had or may have an extraordinary impact.

4G PUBLIC SERVICE CAMPAIGNS

Programs that seek to advance public understanding of a societal issue or that seek to influence public behavior in response to a societal issue, problem or concern.

4H PUBLIC AFFAIRS CAMPAIGNS

Programs of a specific, short-term nature designed to influence public policy and/or affect legislation, regulations, political activities or candidacies at the local, state or federal government levels.

A special thanks to the following sponsors:



THIRD DEGREE ADVERTISING

ENTRY FORM

TWO COPIES OF THIS FORM MUST BE PLACED IN THE CLEAR-VIEW POCKET ON THE FRONT OF EACH ENTRY NOTEBOOK. PLEASE PRINT LEGIBLY OR TYPE.

AWARD CATEGORY: _____

TITLE OF ENTRY OR PUBLICATION: _____

NAME AND TITLE OF ENTRANT: _____

COMPANY/ORGANIZATION: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE (AREA CODE AND NUMBER): _____ FAX: _____

EMAIL ADDRESS: _____

PLEASE CHECK ENCLOSURES:

____ ENTRY (ORIGINAL 3-RING BINDER NO LARGER THAN 3 IN.)

____ VIDEO OR AUDIO CASSETTE TAPE

____ ONE-PAGE SUMMARY (2 COPIES)

____ CHECK OR PURCHASE ORDER FOR ENTRIES

\$ _____

Check/purchase order amount

UPPER CASE AWARDS

\$35 PER ENTRY PRSA OKC MEMBERS (\$45 LATE ENTRY)

\$50 PER ENTRY NON-MEMBERS (\$60 LATE ENTRY)

Both winning and non-winning entries can be claimed immediately following the banquet, October 29. Entries not claimed that evening will be available for pick up at November's regular PRSA monthly meeting. Entries not claimed by December 1 become the property of PRSA OKC.

This form may be photocopied if you are submitting multiple entries. Payment/purchase orders MUST be received with entries. Make checks payable to PRSA. Oklahoma City Chapter PRSA Federal ID# 23-7149297.

All information submitted is accurate and truthful. I have read the instructions and agree to abide by the rules of the competition.

Signature

Date

**PRSA
PUBLIC RELATIONS SOCIETY
OF AMERICA
OKLAHOMA CITY CHAPTER**

**2004
UPPER
CASE
AWARDS**

**ENTRY DEADLINE:
JULY 30, 2004**



Oklahoma City Chapter

Public
Relations
Society of
America

2004

**Upper Case Awards
Judging Forms**



Oklahoma City Chapter

P.O. Box 18702
Oklahoma City, OK 73154-0702

2004 UPPER CASE AWARDS JUDGING INSTRUCTIONS

GENERAL INSTRUCTIONS:

Oklahoma City Chapter PRSA requests that a **minimum of two judges** review and score each entry. Oklahoma City Chapter also requests **at least one judge per scoring team to be APR accredited**.

Scores should be averaged to determine the entry's final score. In general, the top scoring entry in each subcategory receives an Upper Case Award; the second highest score receives the Award of Merit, and the third highest score receives an Honorable Mention unless judges determine no award is merited. For instance, judges might determine an entry in a subcategory merits an Honorable Mention, and no entries in that subcategory merit an Upper Case or Award of Merit. Or, judges might determine that a subcategory has an Upper Case winner and an Honorable Mention winner but no Award of Merit winner. It is possible for judges to determine that no entries in a subcategory merit an award. Ties are acceptable if a clear winner for each award cannot be selected.

Entries should be judged in the category in which they are entered, even if they are better suited to another category.

On the Master List of Entries, please enter the averaged score of each entry and enter UC for Upper Case winner, AM for the Award of Merit winner and HM for Honorable Mention winner, as appropriate, in each subcategory. Please fax this list back to Yvonne Anderson at (405) 234-2200.

Judges' forms should be attached or included with each entry. All entries should be packaged and returned.

QUESTIONS WHILE JUDGING? Call Yvonne Anderson at (405) 234-2264 or e-mail: yanderson@acogok.org.

JUDGING CRITERIA FOR CATEGORY 1 – PUBLICATIONS; CATEGORY 2 – WRITING; AND CATEGORY 3 – NON-PRINT:

Purpose: The situation is described or analyzed.

Planning/Research: Research or project planning methods used are specified and thorough.

Tactics: Tactics are defined and executed.

Budget: Budget is addressed and available budget is used effectively.

Goals: Results are evaluated and objectives are met.

JUDGING CRITERIA FOR CATEGORY 4 – PUBLIC RELATIONS PROGRAMS:

Research: Each entry will be judged on the quality of original or secondary research.

Analysis/Planning: Judges will examine how each entry relates to objectives, originality, judgment in selected strategy and techniques, accuracy of budget and difficulties encountered/overcome.

Execution: Judges will examine plan implementation, materials used, in-progress adjustments to the plan, and effectiveness of resources.

Evaluation: Judges will consider to what degree a program met its objectives and what efforts were made to identify, analyze and quantify results. Documentation of how success was measured is encouraged.

Upper Case Awards Judging Form

Category 1 / Publications

General Guidelines

This category covers all aspects of effective publication production. Entries should be judged on layout, format, writing, and continuity of project components such as graphics, photographs and copy, as well as how well entries meet their stated objectives and the effective use of available budget. (Three consecutive issues must be submitted for magazines and newsletters.)

Entry Category: _____

Entry Title: _____

Company/Organization: _____

Scoring Guide: 5 = Excellent; 4 = Above Average; 3 = Average; 2 = Fair; 1 = Poor

	Criteria for Publications	Score
1.	Purpose (situation is described or analyzed)	
2.	Planning/Research (research or project planning methods, as appropriate, are specified and thorough)	
3.	Tactics (tactics are defined and executed)	
4.	Budget (budget is addressed and available budget is used effectively)	
5.	Goals (results are evaluated and objectives are met)	
6.	Style (layout, format, general appearance)	
7.	Continuity of project components (graphics, photographs and copy)	
8.	Creativity	
	Total Points (40 points possible)	

Judges' Comments: (additional space available on back)

Upper Case Awards Judging Form

Category 2 / Writing

General Guidelines

Writing entries should be judged on writing skills or quality, originality, organization and overall appeal or impact, as well as how well entries meet their stated objectives, and the effective use of available budget.

Entry Category: _____

Entry Title: _____

Company/Organization: _____

Scoring Guide: 5 = Excellent; 4 = Above Average; 3 = Average; 2 = Fair; 1 = Poor

	Criteria for Writing	Score
1.	Purpose (situation is described or analyzed)	
2.	Planning/Research (research or project planning methods, as appropriate, are specified and thorough)	
3.	Tactics (tactics are defined and executed)	
4.	Budget (budget is addressed and available budget is used effectively)	
5.	Goals (results are evaluated and objectives are met)	
6.	Writing quality and organization	
7.	Originality	
8.	Appeal or impact of the piece	
	Total Points (40 points possible)	

Judges' Comments: (additional space available on back)

Upper Case Awards Judging Form

Category 3 / Non-Print

General Guidelines

Entries should be judged on technical production (effective filming sequences, organization, production values, and format), content quality and effectiveness, scripting and creativity, as well as the effective use of budget and how well they meet their stated objectives.

Entry Category: _____

Entry Title: _____

Company/Organization: _____

Scoring Guide: 5 = Excellent; 4 = Above Average; 3 = Average; 2 = Fair; 1 = Poor

	Criteria for Non-Print	Score
1.	Purpose (situation is described or analyzed)	
2.	Planning/Research (research or project planning methods, as appropriate, are specified and thorough)	
3.	Tactics (tactics are defined and executed)	
4.	Budget (budget is addressed and available budget is used effectively)	
5.	Goals (results are evaluated and objectives are met)	
6.	Technical production (effective filming sequences, organization, production values, and format)	
7.	Content quality and effectiveness or impact	
8.	Scripting and creativity	
	Total Points (40 points possible)	

Judges' Comments: (additional space available on back)

Upper Case Awards Judging Form

Category 4 / Public Relations Programs

General Guidelines

Entries should be judged on thoroughness of research, planning, execution and evaluation, as well as innovative and creative nature, quality, continuity of components (graphics, photographs, copy), the ability to meet objectives, the effective use of budget, and overall effectiveness of the program or event.

Entry Category: _____

Entry Title: _____

Company/Organization: _____

Scoring Guide: 5 = Excellent; 4 = Above Average; 3 = Average; 2 = Fair; 1 = Poor

	Criteria for Public Relations Programs	Score
1.	Research (Situation is described or analyzed, need identified. Research methods used are specified and thorough.)	
2.	Analysis/Planning (Objectives are clearly stated, appropriate and measurable. Strategies, tactics, budget and challenges are described. Target audience is defined.)	
3.	Communication/Execution (Plan implementation includes appropriate use of communication tools and methods. Effective use of personnel, resources and opportunities are demonstrated. Challenges are met and/or obstacles overcome.)	
4.	Evaluation (Methods of evaluation are clear, results are related to objectives, and objectives are partially or completely achieved. Program is conducted within the budget.)	
5.	Originality and creativity	
6.	Quality (professional handling, appearance and standards of materials and techniques)	
7.	Continuity of project components (graphics, photographs and copy)	
8.	Overall impact and effectiveness of the program or event.	
	Total Points (40 points possible)	

(Please write any comments in the space provided on the back of this form)

