

PRSA

Public Relations Society of America
Oklahoma City Chapter
PO Box 18702
Oklahoma City, OK 73154-0702

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PRSA 2009 UPPERCASE AWARDS

CALL FOR ENTRIES ◦ DEADLINE JULY 24, 2009

DETAILS

Through its Upper Case Awards program, the Oklahoma City Chapter of the Public Relations Society of America recognizes the best in public relations programs and practices in the Central Oklahoma region and throughout the state.

In 2009, Upper Case celebrates 32 years of public relations excellence. First held in 1978 as the Bronze Derrick Awards, PRSA changed the name of the competition 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.

Public relations professionals from across Oklahoma produce creative work everyday. The Upper Case Awards provide the opportunity to showcase that talent.

Kentucky APRs will judge the 2009 Upper Case Awards competition entries. Judges will use a total point rating process to establish winners. Awards for each category may include Upper Case, Award of 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.

ELIGIBILITY

The Upper Case Awards competition is open to all Oklahoma public relations and communications professionals.

CONTEST PERIOD AND DEADLINE

The major portion of work for the 2009 Upper Case Awards entries must have taken place between July 1, 2008, and June 30, 2009. All projects produced in this timeline are eligible for entry.

The deadline for entries is 4 p.m., Friday, July 24, 2009. Late entries will be accepted through 4 p.m., July 31, 2009. All late entries are subject to a late entry fee.

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

\$40 per entry for PRSA members

\$55 per entry for nonmembers

Late Entry Fees (applies to entries received between July 25 and July 31)

\$60 per late entry from PRSA members

\$75 per late entry from nonmembers

* Entry fees are non-refundable.

Please address questions regarding awards entries to Austin Tackett at austin@travelok.com.

Send or Hand-deliver Entries To:

Austin Tackett, Upper Case Co-Chair
c/o Oklahoma Travel & Recreation Department
120 N. Robinson, Suite 600
Oklahoma City, OK 73102

Entries will not be accepted after 4:00 p.m., July 31.

ENTRY PREPARATION AND PROCEDURES

For all entries please submit:

- Two copies of your signed entry form.
- Two copies of an up to two page summary (no larger than 8.5 x11 inches with 1 inch margins all around, and font size no smaller than 12 points) introducing your project and explaining the entry's purpose, planning, tactics, budget, goals achieved and other relevant information.
- One three-ring binder containing entry materials and summary, along with signed entry forms (please place two copies of each entry form in the clear front pocket of the binder). Note: Additional instruction packets and entry forms can be downloaded from the PRSA Oklahoma City website at www.prsaokc.com. Judging forms with criteria for each category are also posted as an additional preparatory resource. Nomination forms for the Clarus, Paul E. Dannelley, Jr. Harmony and Outstanding Young Professional Awards are also available online.
- Entries will be returned upon request for up to three weeks following the 2009 Upper Case Awards Banquet.

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 x 11 in) can be folded to fit inside the binder or represented by photographs with descriptions. Audiotapes, videotapes, DVDs, CDs, etc. must be placed in resealable sleeves or envelopes.
 - 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 purchase orders will be disqualified.
- All awards will be presented at the Upper Case Awards Banquet on Tuesday, Oct. 27, 2009 at The Beacon Club located at 210 Park Ave, Suite 2230, Oklahoma City 73102.

CATEGORIES

CATEGORY 1: PRINTED 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 entries meet their stated objectives and the effective use of available budget. Submit three consecutive issues for magazines and newsletter.

- 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
- 1E Publications - Includes single-issue publications designed for a special purpose. Books and other publications not eligible for consideration in other categories should be entered here. Include one copy of the publication.

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 reader of current issues or timely developments.

2C Feature Stories – Feature Stories include stories intended to inform and entertain the reader. All feature stories must have been written for internal or external publication by the PR professional.

2D Radio and TV Script Writing

CATEGORY 3: ELECTRONIC COMMUNICATIONS

Entries will be evaluated on how intended messages are communicated using technical production, creativity, design, writing, content quality, the effective use of budget and how well the entry meets stated objectives.

- 3A1 Videos – Videos with a budget of \$5,000 or less. Must be submitted on a standard VHS tape or DVD.
- 3A2 Videos – Videos with a budget of more than \$5,000. Must be submitted on a standard VHS tape or DVD.
- 3B Audio – Must be submitted on an audio cassette or CD. Includes PSAs, radio announcements, etc.
- 3C Web Site – Include Web address and screen shots or print copies of key Web pages in case connection with site during judging fails.
- 3D Intranet – Include screen shots or print copies of key Web pages. If possible, key pages may also be saved on a CD so that judges may see how pages look on screen.
- 3E Multi-Media Communications – Use of multi-media technology to produce public relations tactics (such as press kits, electronic newsletters, magazines, annual reports, and brochures). Submit three consecutive issues.
- 3F Blogs/Wikis/Podcasts – Web-based journals that communicate a corporate,

public service or industry position or information. Screen shot of the blog as well as the actual site URL for external sites also must be submitted. Please provide URL for all entries in this category. Podcasts must also be submitted on CD or DVD.

- 3G Slideshows/Presentations/Webinars – Must be submitted on CD or DVD. Also include a hard printed copy of the entry.
- 3H Social Media – Use of social media applications such as Twitter, Facebook, Del.icio.us, and other web 2.0 sites.

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, and 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 or 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,

request for coverage, etc., along with evidence of resulting media coverage. TV coverage should be submitted on a VHS tape or DVD and radio coverage on an audio cassette or CD.

- 4D Internal Communication 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 legislations, regulations, political activities or candidacies at the local, state or federal government levels.

SPECIAL AWARDS

PRSA-OKC will award four special awards at the Upper Case Awards Banquet. Please see www.prsaokc.com for nomination forms for the Clarus, Community Service, Paul E. Dannelley, Jr. Harmony and Outstanding Young Professional Awards. Nominations are due on July 24, 2009.

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

Street Address

City, State, Zip

Phone (area code and number)

Fax (area code and number)

Email Address

PLEASE CHECK ENCLOSURES:

- Entry (original three-ring binder no larger than 3 in)
- CD, DVD, video or audio cassette
- Up to two-page Summary (2 copies)
- Check or Purchase Order for Entries
- \$ check or purchase order amount

2009 UPPER CASE AWARDS:

\$40 per entry PRSA members (\$60 late entry)

\$55 per entry nonmembers (\$75 late entry)

Both winning and non winning entries can be claimed immediately following the Upper Case Awards Banquet, October 27. Entries not claimed by December 1 become 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

ENTRY DEADLINE IS JULY 24, 2009