



Entry Rules and Guidelines

1. Competition entries must be the work of college or university students, representing work produced the work between January 1, 2003 and the entry deadline of March 1, 2004.
2. Entries must represent original work produced between January 1, 2003 and the entry deadline of March 1, 2004.
3. Entries must have been produced for a school project or course, school publication, student organization, internship and/or volunteer work.
4. Students may submit more than one entry in a single category, as well as multiple categories.
5. Each entry must be submitted separately -- including separate entry form, tag and payment. More than one entry may be mailed in the same envelope. Checks or money orders should be made payable to UCO PRSSA.
6. Entries must be original work. Any part not done by the student(s) submitting the work must be clearly designated (i.e, art by John Doe; photo by Jane Doe).
7. A double-spaced, typed explanation, no longer than one page, may accompany each entry.
8. All entries must be contained in a plastic sleeve, binder or folder (8.5" x 11" or smaller).
9. Official entry forms and tags (provided) must be completed and submitted with each entry.
10. Entry tags must be attached to the entry and must not include the name(s) of the student(s) submitting the project.
11. Entries submitted on disk must be readable on either Macintosh or IBM and be compatible with most operating systems. PDF files are recommended where possible. Computer entries must be easily navigated and labeled. If the entry cannot be opened, it cannot be judged. **A HARD COPY MUST ACCOMPANY ENTRIES SUBMITTED ON DISK OR RISK NOT BEING JUDGED.**
12. All entries submitted become the property of the Public Relations Society of America. Competition entries will be returned to students at the awards ceremony in April. Entries not picked up at that time will not be returned.
13. Entries must adhere to all rules and guidelines outlined above or be disqualified.

Categories:

1. Public Relations Writing news releases, articles, speeches, news/feature stories, etc.
2. Public Relations Publications brochures, newsletters, etc.
3. Public Relations Campaign see Campaign Entries*
4. Electronic Media webpage, PDF Files, Power Point presentations
5. Potpourri entries related to the field of public relations that do not fit into any other category, such as video tapes, web pages, direct mail, etc.

Entry Fees:

1. PRSSA members - \$10 per entry
2. Non-members - \$15 per entry

*Campaign Entries - If campaigns are entered by a team, each member must pay a separate entry fee. This allows each member to receive an award in the event the team wins. Individual entry fees should accompany the campaign entry. One team member may submit an entry, as long as the other team members are credited with the campaign's development. Only team members who pay an entry fee can be recognized.

Names provided on entry forms should be printed as the entrants would want their name to read on a certificate, trophy or in a news release.

Mail each entry to:

PRSA Zenith Awards
UCO PRSSA/Journalism Dept.
University of Central Oklahoma
100 N. University Drive
Edmond, OK 73034-5209

Checks should be made out to UCO-PRSSA.

Entry Deadline:

All entries must be postmarked or delivered by Monday, March 1, 2004, or delivered to PRSSA, University of Central Oklahoma Journalism Department, Communications Building, Room 210, Edmond, OK by 4 p.m. March 1, 2004. Make checks payable to UCO-PRSSA.

Selection Process:

A panel of public relations professionals will judge entries based on criteria included in this packet.

Winners:

Trophies and certificates will be awarded to winners and runners-up at the OKC-PRSA Career Night Banquet in April 2004. Invitations will be sent to all entrants and winners.

Entry Form

Please type or print clearly.

Name (as to appear on award) _____

College or University _____

Address _____

City, State, Zipcode _____

Phone/s _____ E-Mail _____

Classification _____ Date entry completed (MO/YR) _____

Category (Each entry requires a separate entry form and entry tag)

_____ Public Relations Writing

_____ Public Relations Publication

_____ Public Relations Campaign

_____ Electronic Media

_____ Potpourri

*Note to Entrants: The full entry fee is required from each member of the campaign team submitting the entry. (Example: Two PRSSA member entrants = \$20). This ensures a certificate or trophy for each person desiring recognition should your entry win an award. Each team member desiring recognition should be listed on this entry form, using the spaces below. All campaign entry fees should be attached to this form.

Campaign Team: Please print

Name _____ Phone _____

E-mail _____

Name _____ Phone _____

E-mail _____

Name _____ Phone _____

E-mail _____

Name _____ Phone _____

E-mail _____

Name _____ Phone _____

E-mail _____

Name _____ Phone _____

E-mail _____

Payment:

_____ PRSSA Members pay \$10 per entry

_____ Non-Members pay \$15 per entry

Deadline: All entries must be postmarked by Monday, March 1, 2004, or delivered to PRSSA, University of Central Oklahoma Journalism Department, Communications Building, Room 210., Edmond, OK by 4 p.m., February 25. **Make checks payable to UCO-PRSSA.**

Contact: Prof. Jill Kelsey, APR, UCO PRSSA Adviser at (405) 974-5914 or jkelsey@ucok.edu OR Ms. Sarah Campbell Zenith Awards Coordinator at (405) 974-4366 or pr_communications@hotmail.com

Mail Entries to: PRSA Zenith Awards, Journalism Department- Box 196, University of Central Oklahoma, 100 N. University Drive, Edmond, OK 73034-5209. **Do not e-mail entries.**