

Zenith Entry Rules and Guidelines - 2006

01. Competition entries must be the original work of college or university students, and represent work produced between January 1, 2005 and the entry deadline of March 8, 2006.
02. Entries must have been produced for a school project or course, school publication or activity, student organization, internship/practicum and/or volunteer work.
03. Students may submit more than one entry in a single category, as well as enter in multiple categories.
04. Each entry must be submitted separately -- including separate entry form, cover page, and payment. More than one entry may be mailed in the same envelope. Checks or money orders should be made payable to UCO PRSSA. (No cash or credit cards accepted). See Entry Form for fees.
05. All work must be original. In cases where art, photographs, or other elements are not the student's own work, that work must be sourced appropriately. See Cover Sheet.
06. An official entry form and cover sheet must be completed and attached to each entry. The cover sheet should not include the student/s' or university's name.
07. A student may submit a typed explanation or clarification of his/her work, if desired, using the back of the cover sheet, under "Comments."
08. All entries must be enclosed in a plastic sleeve, binder or folder no larger than 8.5" x 11."
09. Entries submitted on CD must be readable on either Macintosh or PC. The CD entry must be compatible with available operating systems and application programs. PDF files are recommended when 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 A CD OR RISK NOT BEING JUDGED.**
Please restrict CD entries to the electronic media category. Do not use a disk for entries.
10. Judges have the right to reassign an entry to a more appropriate entry category.
11. All entries submitted become the property of the UCO PRSSA Chapter. Competition entries will be returned to students at the April 2006 awards ceremony. Entries that are not picked up at that time will not be returned without prior arrangement.
12. Entries must adhere to all rules and guidelines outlined above or be disqualified. **Refer to the Zenith Awards Judging Criteria to assist in preparing your entry.**

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| <p>PRSA professionals will judge entries based on the judging criteria provided in this packet. Winners will receive trophies and certificates. All entrants and winners will be invited to the April PRSA Career Night and Zenith Awards presentation. Winners will be notified in advance.</p> |
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Zenith Awards Entry Form - 2006

Please type or print clearly.

NAME (*As you wish it to appear on an award*) _____
College or University _____
Address _____
City, State, Zip Code _____
Phone/s _____ E-Mail _____
Classification _____ Date Entry was Completed (MO/YR) _____

Entry Title _____. **Also, check the entry category below:**

Entry Category (*Each separate entry requires a separate entry form, cover sheet & payment*)

- _____ Public Relations Writing (News/feature stories, Op-Eds, position papers, speeches, etc.)
_____ Public Relations Publication (Brochure, annual report, service manual, training manual, etc.)
_____ Electronic Media (PowerPoint presentation; Web Page/Site) - enter a hard copy and on a CD
_____ Potpourri (Video tape, direct mail, institutional advertising, promotional poster, special event, DVD, public service announcement/s, media kit, logo or letterhead design, etc.)
_____ Public Relations Campaign* (A strategic communication campaign using the four-step process)

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

Campaign Team Members • Please print

| | |
|------------|--------------|
| Name _____ | Phone _____ |
| | E-Mail _____ |
| Name _____ | Phone _____ |
| | E-Mail _____ |
| Name _____ | Phone _____ |
| | E-Mail _____ |
| Name _____ | Phone _____ |
| | E-Mail _____ |
| Name _____ | Phone _____ |
| | E-Mail _____ |

Payment: Checks and money orders are payable to UCO PRSSA. (*No cash or credit cards can be accepted.*)
_____ PRSSA members pay \$10 per entry _____ Non-PRSSA students pay \$15 per entry

Deadline & Delivery: All entries must be postmarked by Wednesday, March 8, 2006, OR delivered to PRSSA, Room 210, Communication Building, UCO, (address below) by 4:00 p.m. on that date.

Mail Entries to: PRSSA - Zenith Awards, University of Central Oklahoma, Department of Mass Communication, 100 N. University Drive, Edmond, OK 73034-5209.

Questions? Contact Karissa Bradshaw, Zenith coordinator, 405.476.5002, krissi1000@aol.com, or Prof. Jill Kelsey, PRSSA adviser, jkelsey@ucok.edu.

Zenith Entry Cover Sheet • *required with each entry*

A cover sheet and entry form must accompany each entry. Please complete the following and attach it to your entry form. Do not put your name or the name of your university on this form.

Check or complete all of the following as applicable:

01. Entry title as it appears on the entry form _____

02. Entry category as it appears on entry form _____

03. All work shown or provided in/on this entry is my own original work
___ YES ___ NO

If the answer to 03. was NO, answer 04. - 09. IF YES, answer 06. - 09.

04. **Photographs** used were provided by

___ All photos were taken by me ___ Not applicable

___ Photos were entirely or partially from another source*

___ On-line, no copyright ___ On-line with copyright*

*Photograph/s was/were created/provided by _____
___ with ___ without permission of the photographer, copyright holder or
organization responsible for the photography

05. **Artwork** used was created by

___ Me exclusively ___ Partially are entirely from another source*

___ On-line, no copyright ___ On-line with copyright* ___ Not applicable

*Artwork was created/provided by _____
___ with ___ without permission of the artist, designer, firm, publication
or organization responsible for the artwork.

06. List any person/s or organizations below responsible for any part of material used in this entry.
Tell what that individual or group did...such as _____ "wrote the page 1 cutline."

07. The purpose of this entry is/was

08. This entry is directed to the following audience/s

09. The suggested distribution for this entry would be/is as follows:

COMMENT: Provide any additional information you believe will be helpful in the judging of this entry.
You may use the back of this sheet. (Entries are due March 8. See Entry Form & Guidelines.)

Zenith Awards Judging Criteria - 2006

Judging Criteria

Please rank competition entries using the following criteria by category. Score each component from 1 - 10 points, with 10 being the best. Write any comments intended for the entrant on this sheet. Judges may move an entry to a different category if they feel it has been entered in an inappropriate category.

Judge # _____ Entry # _____

COMMENTS BELOW OR ON BACK

Public Relations Writing

Creativity and/or news worthiness _____
AP style or appropriate style to entry _____
Organization _____
Relevance to intended audience _____
Public relations purpose _____
Suitable for publication _____
Mechanics (spelling, grammar, punctuation, etc.) _____
Total Points _____ (out of 70)

Public Relations Publication

Overall appearance/layout _____
Balance/unity/appropriate style _____
Appropriate use of fonts _____
Appropriate use of graphics or artwork _____
Organization _____
Content (appropriate to purpose, well written) _____
Relevance to intended audience _____
Mechanics (spelling, grammar, punctuation, etc.) _____
Total Points _____ (out of 80)

Public Relations Campaign

Overall appearance/execution _____
Background/situation analysis _____
Audience/s appropriately designated _____
Research _____
Goals/Objectives stated _____
Action Plan - strategies, tactics _____
Evaluation methods _____
Supplemental materials
(communication tools, timeline, budget etc.) _____
Total Points _____ (out of 80)

Potpourri

Overall appearance/execution _____
Creativity/originality _____
Clarity of message/s _____
Relevance to intended audiences _____
Relevance to mission/purpose/objectives _____
Mechanics (as applicable to entry) _____
Total Points _____ (out of 60)

Electronic Media

Overall Appearance _____
Navigational ease; user friendly _____
Clarity of message/s _____
Relevance to intended audience/s _____
Relevance to mission/purpose/objectives _____
Mechanics as apply to entry _____
[Web Site only - Drives visitors to site _____]
Total Points _____ (out of 60 [or 70])