



## Entrant Details

2017 SPARK Awards



PRAM Member Name \_\_\_\_\_

Business Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Phone Number \_\_\_\_\_

E-mail \_\_\_\_\_

### Entry Category (circle one)

#### Tier One: Long Term Strategic Programs (7 months +)

1. PR Programs to include the following:
  - 1a. Community Relations/Corporate/External Communication
  - 1b. Public Service (Enlisting public support or action in the solution of problems of general interest and concern.)
  - 1c. Public Affairs
  - 1d. Employee/Internal Communication
2. Reputation and Brand Management Programs
3. Special Event Programs
4. Integrated Social Media Programs (Using multiple platforms to convey a message or change a behavior)
5. Potpourri

#### Tier Two: Short Term Strategic Plans (0-6 months)

1. PR Plans to include the following:
  - 1a. Community Relations/Corporate/External Communication
  - 1b. Public Service (Enlisting public support or action in the solution of problems of general interest and concern.)
  - 1c. Public Affairs
  - 1d. Employee/Internal Communication
2. Special Event Programs
3. Integrated Social Media Programs (Using multiple platforms to convey a message or change a behavior)
4. Potpourri

#### Tier Three: Tactical Materials/Projects

1. Publications and Writing to include the following:
  - 1a. Newsletters/Magazines
  - 1b. Annual Reports
  - 1c. Brochures

- 1d. Press Releases
- 1e. Editorials/Opinion Pieces
- 1f. Speeches
- 1g. Feature Stories
- 1h. Magazine/Newspaper Articles
- 1i. PowerPoint/Prezi Presentations
- 1j. Blogs
2. Organizational Identity to include the following:
  - 2a. Logo and/or collateral pieces (letterhead, business card, etc.)
  - 2b. Signage and Infographics
  - 2c. Graphics Standards Guides
3. Websites to include the following:
  - 3a. External Websites
  - 3b. Internal Websites and Intranets
  - 3c. Apps developed for mobile devices
4. Electronic Communication/Social Media Activities (Using only one platform to convey a message at a single time) to include the following:
  - 4a. Facebook
  - 4b. Twitter
  - 4c. YouTube/Recorded Videos
  - 4d. Flickr/Instagram
  - 4e. Location-Based Services (Such as FourSquare)
  - 4f. Search Engine Optimization Posts
  - 4g. Photos
  - 4h. Billboards
  - 4i. Audio/ Podcasts/Radio
  - 4j. Other Emerging Social Media Platforms
5. Potpourri - This category may include any item not covered by one of the above categories.

### Entry Name

### Collaborators

Name _____	Project Responsibility _____	Name _____	Project Responsibility _____
Name _____	Project Responsibility _____	Name _____	Project Responsibility _____
Name _____	Project Responsibility _____	Name _____	Project Responsibility _____

### Entry Profile

Please provide typed detail and description of your entry on an additional page under the following parameters: RESEARCH (500 words max), PLANNING (250 words max), IMPLEMENTATION (500 words max) and EVALUATION (250 words max).

Submit this completed form and attach your work as PDF, Quicktime or list a live URL.