



## Celebrating the moment when strategy and creativity collide to create public relations brilliance

The Pine Belt Chapter of the Public Relations Association of Mississippi recognizes outstanding work by individuals in the field of public relations from the greater Pine Belt area with the Spark Awards.

The first part of a three-tiered program honoring standout work on the local, state and regional level, the SPARK is the initial step toward winning a PRISM (PRAM's state PR award) and Lantern Award (SPRF's regional PR Award) which celebrate achievement and promote the development of public relations professionalism across the Southeast United States.

### Who Can Enter and How They Win

**Eligibility:** Only Pine Belt PRAM members in good standing may enter. Member submitting the award must be a significant contributor to the product and must list their role in the project. Work produced by a freelancer, consultant or advertising firm under contract and direction of the PRAM member are allowed. The primary work of the entry should be completed between January and December 2017.

**Judging & Awards:** Entries will be judged by individuals from a neighboring PRAM or SPRF chapter. Evaluations will be based on absolute standard rather than a comparison of entries. This means work will be judged against a rubric - not someone else's entry. Judges will evaluate the Research, Planning, Implementation, Evaluation and overall Creativity from the documentation and work provided, and provide a critique of entries. Averaged scores of 70 and above will receive a Certificate of Achievement. Scores of 80 and above will receive an Award of Excellence. Top scores of 90 and above will receive a Spark. A Judge's Choice will be selected from all Spark winners - its \$45 entry fee to the PRISM Awards will be waived.

**Notification & Presentation:** Winners will be notified the first week of January if their work will be awarded and will be recognized with their awards at the January Awards Banquet.

### Entry Categories

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

- 1a. Community Relations/Corporate/External Communication
- 1b. Public Service (Enlisting public support or action in the solution of the 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)

- 1a. Community Relations/Corporate/External Communication

- 1b. Public Service (Enlisting public support or action in the solution of the 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, including: Newsletters & Magazines, Annual Reports, Brochures, Press Releases, Editorials/Opinion Pieces, Speeches, Feature Stories, Blogs, Magazine/Newspaper Articles, PowerPoint/Prezi Presentations.
2. Organizational Identity, including: Logo and/or collateral pieces, Signage and Infographics, Graphics Standards Guides.
3. Websites, including: External Websites, Internal Websites and Intranets, Apps developed for mobile devices.
4. Electronic Communication/Social Media Activities (Using only one platform to convey a message at a single time) including: Facebook, Twitter, YouTube/Recorded Videos, Flickr/Instagram, Location-Based Services (Such as FourSquare), Search Engine Optimization Posts, Photos, Billboards, Audio/ Podcasts/Radio, Other Emerging Social Media Platforms
5. Potpourri - Any item not included in one of the above

**Disqualification:** If, in the administrator's opinion, an entry is submitted in the wrong category, it will be moved. Incomplete entries, or those which do not comply with established rules, will not be judged. Entrants will be notified if this occurs.

### How You Can Enter

**Submission of Entries:** Please fill out the attached entry form for each entry and submit it via e-mail with all examples of work in PDF, Quicktime or live URL. For entries requiring more storage space, a link to DropBox will be provided.

**Entry Fees:** The fee is \$25 for the first entry and \$20 for each additional entry by the same member. Fees can be paid by check or electronically via Square invoice sent after your entries are received. A \$3 convenience charge will be added to all online payments. Entries for which payment is not received will not be judged. Payment in the form of a check (made payable to Pine Belt PRAM) can be mailed to the following address:

Pine Belt PRAM / P.O. Box 18126 / Hattiesburg, MS 39404-8126

**Deadline:** Entries should be sent via e-mail by **Friday, December 1, 2017** to

**tonyawilliams@cooperativeenergy.com.**

Entrants will receive e-mail confirmation.

**Additional Questions:** Please contact Pine Belt PRAM Awards Chair Tonya Williams by calling 601.705.6608 or e-mailing [tonyawilliams@cooperativeenergy.com](mailto:tonyawilliams@cooperativeenergy.com).

