



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 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 2016.

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 16, 2016** to **matt@mightypenguin.com**.

Entrants will receive e-mail confirmation.

Additional Questions: If you have any questions regarding these awards or a submission, please contact Pine Belt PRAM Awards Chair Matt Martin by calling 601.297.6288 or e-mailing matt@mightypenguin.com.





Pine Belt PRAM Chapter Awards of Excellence

Bud Kirkpatrick Practitioner of the Year

Recognizing achievement in the field of public relations and service to the chapter during the calendar year.

To qualify, the nominee must:

- Be a member in good standing with the chapter.
- Have practiced in the field of public relations for no less than three years.
- Have contributed to the success of the chapter, state PRAM and/or SPRF during the calendar year.
- Have realized successes in the practice or teaching of public relations during the calendar year.
- This award is different from the Professional Achievement Award, which recognizes an individual for career achievements, etc over a period of years and which places the individual in competition for the state Professional Achievement Award and possibly the SPRF Senior Practitioner designation.

Previous Bud Kirkpatrick Award Winners

Bud Kirkpatrick

Barbara Shoemake

Leigh Ann Underwood

Joanne Marsh

Tracie Bertaut

Christie Walters

Lydia Walters

Teresa Martin

Traci Rouse

Kelly Lowery

Shawn Mercer

Jim Coll

Kurt Brautigam

Samantha McCain

Cindy Blackwell

Burlian O'Neal Walker Professional Promise Award

Recognizing future success in the field of public relations by a new or young practitioner.

To qualify, the nominee must:

- Be a member or student in good standing with the chapter.
- Practiced public relations for less than three years or be a student currently enrolled in a public relations curriculum.
- Demonstrate considerable promise in the field.

Previous Burlian O'Neal Walker Award Winners

Susan Taylor Miller

Grant Staples

Pam Tullis

Samantha Carman

Sara Peterson

Jennifer Rigney

Brooke Bryan

Julie Russum

Lisa Bynum

Jessica Wallace

Nicole Ruhnke

Amber Ross Hartfield

Samantha Andrus

Colleen Munkel

Olivia Ann Hurst

Hanna Knowles

Joshua Wilson

Other factors may also be used in consideration for these awards, including:

- Participation in other professional or pre-professional organizations.
- Professional development such as continuing education, seminars, conferences, etc.
- Public relations community service.
- Respect by peers evidenced by awards conferred.

The third annual

Pine Belt Public Image Award

This new award recognizes a Pine Belt area business or individual for an achievement in public relations which significantly improves the image of the Pine Belt on a regional or national scale, or which greatly increases the quality of life of a segment of the area's residents or the region as a whole.

To qualify, the nominee must:

- Be based in the greater Pine Belt area.
- Have engaged in a public relations activity or event which impacts the greater Pine Belt area. The greater the scale, response or effect, the more likely the nominee is to be chosen for this award.
- Have actively participated in the promotion and outcome of the public relations activity – i.e. simply entering a national contest and winning is not significant enough to win this award, unless considerable effort was made to engage the public on the part of the entrant.
- Be nominated by a PRAM member in good standing who did not participate in said public relations activity.

Previous Pine Belt Image Award Winners:

Festival South

William Carey Dinner Theater

Submission of Nominations

To nominate a person for any award, a member must submit a brief paragraph, not to exceed 250 words, stating why the recipient deserves the award. The following must be included:

- Nominee's name or business name
- Award for which they are nominated
- Nominator's name
- Nominator's phone number

Entries should be e-mailed by **Friday, December 16, 2016** to **matt@mightypenguin.com**. All nominees will be judged by a panel of public relations professionals.

If you have any questions regarding these awards or a submission, please contact PRAM-Pine Belt Awards Chair Matt Martin by calling 601.297.6288 or e-mailing matt@mightypenguin.com.