

College Public Relations Association of Mississippi 2018 Awards Competition

Competition Guidelines

Only 2017-18 CPRAM members are eligible for the competition. If you are unsure about the status of your membership, contact Donna Thomas, CPRAM Treasurer, Itawamba Community College, 662-862-8244 or dsthomas@iccms.edu to confirm. You can also check with your department or division chair to see if your institution/agency membership has been paid. Competition questions should be directed to Stephanie Wood, Holmes Community College, (601) 605-3375; swood@holmescc.edu.

1. Contestants must have paid membership dues for 2018 to be eligible for competition. Please send checks for membership dues to Donna Thomas, CPRAM treasurer. **DO NOT** send membership dues with CPRAM entry fees.

2. Students affiliated with the public relations staff of the institutions are also eligible to submit entries.

3. Entities with the agency/institution that do their own public relations work are also eligible to submit entries, as long as they are members in good standing.

4. All entries must have been **produced** between January 1, 2017 and December 31, 2017. In the print media categories, a majority of the work—including copy writing, layout and design—**MUST** have been done by personnel at the educational institution. **NO** entries entirely produced by advertising, graphic design or public relations agencies will be accepted. In the electronic media categories, if the work was written, directed and produced by and at the institution it may be submitted. Public relations or other agencies may edit and/or videotape the entry. Any outsourcing of work in either the print or electronic media categories **MUST** be specified on the entry form under "Additional Entry Information."

5. All entries and fees must be RECEIVED by March 23, 2018, and must include the \$15 (per entry) fee (check or official college purchase order for the entire amount—credit cards cannot be accepted). No late entries will be accepted this year. Send all entries to: Stephanie Wood, 412 West Ridgeland Avenue, Workforce 105, Ridgeland, MS 39157 (U.S. Mail, FedEx or UPS). **ENTRY FEES OR PURCHASE ORDER MUST ACCOMPANY ALL ENTRIES. PLEASE DO NOT INCLUDE CPRAM MEMBERSHIP DUES WITH ENTRIES.** *Please note: If your institution requires an invoice prior to the issuance of a Purchase Order, please contact Donna Thomas at the above email address or phone number.*

Please make check or purchase order for entry fees payable to: CPRAM, Donna Thomas, Treasurer, Itawamba Community College, 602 West Hill Street, Fulton, MS 38843.

6. Include a CD that contains JPEG representations of each entry **AND** your institutional logo. These will be used for the PowerPoint presentation during the conference. Non-visual

and campaign entries may be represented by a photo or graphic related to the entry or production team. For multi-page pieces, a JPEG of the cover will suffice. This CD is expected along with your entries and email submissions will not be submitted. Please put all images on one CD, and label each JPEG with the name of the entry it represents.

7. Each category offers two divisions of competition. Senior colleges and universities and other educational agencies will compete in the senior division, and community/junior colleges will compete in the junior division. **Each member institution or department is allowed only three entries in each category.**

PLEASE NOTE: If more than three entries are entered in a category, the excessive entries will be disqualified and there can be no reimbursement of entry fees.

8. News and feature categories require clipping or the clipping with the release. Photography categories require the original photograph, in 8x10 hard copy form, the clipping showing proof of publication, and a brief description of when and where the photo was taken. Exhibited photos should also include information about where and how the photo was exhibited. In the case of published photograph, judging will be based on the original photograph and not the reproduction. A clipping may be from a newspaper, magazine or other published source or, in the case of online publications, a printout of the article or photograph as it appears in an online publication.

9. TWO COPIES of the official entry form must be attached to each entry. NO BINDERS WILL BE ACCEPTED. ENTRIES SENT IN BINDERS WILL BE DISQUALIFIED. **Please do not mount entries. Oversized entries may be rolled or folded to fit into shipping package.** Entries should be submitted in one large envelope or box, not individually.

10. Each entry must fit the designated classification and must be labeled properly or the entry will be disqualified.

11. An entry cannot be entered in more than one category, except in the cases of a photo feature or a campaign. A photo feature story may be submitted in a story category as well as a photography category. A single campaign element may be entered in an individual category as well as a portion of a campaign entry.

12. The decision of the judges, all of whom reside outside of Mississippi, will be final.

13. All awards will be honorary and will be presented at the 2018 CPRAM Annual Conference. First, second and third place awards may be made in each division of each category, as well as Grand Awards in the print and electronic media categories.

14. All awards will be certificates with the exception of Grand Awards. Duplicate certificates can be ordered at no charge by contacting Stephanie Wood.

15. A winner's list will be available at the CPRAM One-Day Annual Conference and will be available at the organization's Facebook page and web site after the one-day conference.

16. CPRAM is not responsible for lost or stolen entries. Entries may not be returned.

COMPETITION CATEGORIES

PRINT MEDIA

In the print media categories, a majority of the work—including copy writing, layout and design—MUST have been done by personnel at the educational institution. NO entries entirely produced by advertising, graphic design or public relations agencies will be accepted. Any outsourcing of work MUST be specified on the entry form under "Additional Entry Information."

1. News Story (or series) – series counts as one entry. Published clip or printout of online version must be included.
2. Feature Story (or series) – series counts as one entry. Published clip or printout of online version must be included.
3. Sports News Story (or series) – series counts as one entry. Published clip or printout of online version must be included.
4. Sports Feature Story (or series) – series counts as one entry. Published clip or printout of online version must be included.
5. Institutional Magazine – submit at least two consecutive issues with judging to be on layout, design, photographs and copy. **Consecutive issues must have been produced between Jan. 1, 2017 and Dec. 31, 2017.**
6. Newsletter (excluding tabloids) – submit at least two consecutive issues with judging to be on layout, design, photographs and copy.
7. View book – published for admissions and recruitment only with judging to be on layout, design, photographs and copy.
8. Admissions and Recruitment Piece – (includes brochures, direct mail pieces, or any other publication, exclusive of view books, used for admissions and recruiting) – in addition to entry form, each entry must be accomplished by a one-page or less, typewritten statement that summarizes any pertinent information that may be helpful to the judges, such as target audience, budget, objectives and result with judging to be on layout, design, photographs, copy and entry statement.
9. Annual Report – includes judging on cover, layout, design, copy, photographs and clarity of organization.
10. Brochure – exclusive of recruitment with judging to be on layout, design, photographs and copy.

11. Special Publications – in addition to entry form, each entry must be accompanied by a one page or less typewritten statement which summarizes any pertinent information that may be helpful to the judges, such as target audience, budget, objectives and result with judging to be on art, layout, design, photographs, copy and entry statement.

12. Advertisements (print media only) – may be single ad or a series, and a series counts as one entry. Published clip must be included.

13. Single Piece of Artwork – Non-Sports: (include illustrations, logos, billboards, banners, publication covers, posters, novelty items, etc.) in addition to entry form, each form, each entry must be accompanied by a brief description of how artwork was used.

14. Single Piece of Artwork – Sports: (includes illustrations, logos, publication covers, posters, novelty items, etc.) in addition to entry form, each entry must be accompanied by a brief description of how artwork was used.

15. Photograph – (single shot or a series, and a series counts as one entry) original photo, no larger than 8x10, must be submitted with clipping from published source or printout of online version showing proof of publication with judging to be based on original photograph. This category also considers photos included in public exhibitions. Essays for public exhibition entries also must include the purpose of the exhibit and the locations and duration of showing.

16. Digital Art/Photo Illustration – This category includes digitally enhanced photographs with special effects and digitally manipulated images. Hard copy representative sample of artwork, no larger than 8x10, must be submitted with proof of publication. If the image was used on printed material, include printed material with entry form. If the image was used on a website, include website address with entry form. Attach a one-page or less description of the piece including pertinent information about the design process of the photograph.

17. Sports Photograph – (single shot or a series, and a series counts as one entry) original photo, no larger than 8x10, must be submitted with clipping from published source or printout of online version showing proof of publication with judging to be based on original photograph.

18. Sports Media Guide – Guides will all teams listed in one book will be considered as one entry. Those with individual books for each sport may enter no more than three media guides.

ELECTRONIC MEDIA

Electronic media entries will be accepted if the work originated at and was directed, written and produced by the institution. Work from outside agencies/public relations firms is limited to the videotaping and editing of electronic media entries submitted by the institution. Any outsourcing of work MUST be specified on the entry form under "Additional Entry Information."

For electronic media categories, television entries must be submitted on DVD and radio entries must be submitted on CD. PowerPoint presentations must be submitted on CD. Entries will be judged on criteria including writing, editing, pacing and technical quality. Judges will consider writing, pacing, delivery and overall look.

19. Television News Story (story may be sports related) – two minutes or less.
20. Television Spots (60 seconds or less) – includes PSAs, commercials, promotional spots, etc.
21. Radio Spots (60 seconds or less) – includes PSAs, commercials, promotional spots, etc.
22. Television Programs (any length) – either a single program or one entry representing a series to include public affairs, sports, entertainment, etc.
23. Radio Programs (any length) – enter either a single program or one entry representing a series to include public affairs, sports, entertainment, etc.
24. Multi-Media Presentation – (for in-house or external use). Submit on a CD Presentation can encompass alumni, admissions and/or recruitment, fund raising, etc. (This category includes PowerPoint presentations and marketing/recruitment videos.)
25. Web Page – fill in the entry's home page URL on the entry form under the location marked "Title of Entry." Entries will be judged over a two-week period. Web pages will be judged for overall creativity and effectiveness in marketing and communications, innovative use of the medium, use of graphics, functionality, organization, search capabilities and ability to solicit action or return visits from Web browsers.
26. Web Page: Sports Only – fill in the entry's home page URL on the entry form under the location marked "Title of Entry." Entries will be judged over a two-week period. Web pages will be judged for overall creativity and effectiveness in marketing and communications, innovative use of the medium, use of graphics, functionality, organization, search capabilities and ability to solicit action or return visits from Web browsers.
27. Web Advertisements – All submission must be college-related (registration/admissions, student activities, alumni, sports, etc.) advertisements. A PDF of the advertisement should accompany the entry form along with a brief description of where the advertisement was placed.

28. New Media/Social Media — New Media includes podcasts, webcasts, pop-up advertising, email blasts, and flash media. Social Media includes Facebook, Twitter, Instagram, blog sites, and other social media. May be submitted on a CD, PDF or website address.

SPECIAL CATEGORIES

29. Public Relations Campaign (may be short-range or long-range and may be multi-media) submit samples of all campaign work, including scripts for electronic media and a brief summary of the campaign.

30. Exhibits – submit photograph(s) of the exhibit and a brief description of why, where and when it was used.

31. Public Relations Innovation – enter a 150-word description of something new or different that has worked for your institution. *No entry may be resubmitted if it has been entered before.

32. Creative Partners – The category is designed to commend creative partnerships between educational institutions and other educational institutions, businesses, industries, etc. in the areas of public relations. Entries should include a brief essay with names of all partners, their roles and the nature of the public relations project/campaign. Any materials used in the project should be submitted, e.g., videos, press releases with clippings, photographs, art/logos, etc. *Because of the nature of this category, there will be no senior/junior divisions.

GRAND AWARDS

The judges may award 4 additional Grand Awards (plaques):

- One each to the best Print Media entry in the senior and junior divisions.
- One each to the best Electronic Media entry in the senior and junior divisions.