



## 2009 PRCA Student Medallion Awards Entry Guidelines

### **Entry Deadline is February 1, 2009.**

**Entries should be clearly labeled on package – Student Medallion Awards.**

#### **General Requirements:**

You may choose from several options to present your entry. Campaigns may either be mounted on display board or placed in a ring binder. Single entries may be mounted on display boards or placed in binders. Identification is important. Attach a copy of entry form (included in this packet) to each entry. Every entry must be submitted in a separate binder or on a display board. *Binders containing more than one entry will be disqualified. Materials not identified or marked as required will be disqualified.*

#### **Entry Summary – All entries must be accompanied by a typewritten summary.**

Most categories will only need a paragraph. However, larger programs and campaigns may have summaries no longer than two pages (brevity is appreciated in consideration of the judges).

This summary must include:

- Category Number and Letter
- Name(s) of Student submitting project,
- Name of Student Chapter,
- Title of Entry,
- Brief description of the purpose, objectives, and the results or outcome of the entry.

The Summary must be attached to the center back of the display board or placed in a sleeve in the ring binder. **Entries sent without summaries will be disqualified.** Entries will be judged by a panel of professional public relations practitioners. Updated adaptations of past work are not eligible.



Public Relations  
Council of Alabama

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**PRCA Student Medallion Awards Entry Form**

Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Email Address: \_\_\_\_\_

School: \_\_\_\_\_

Entry Title: \_\_\_\_\_

Entry Category: \_\_\_\_\_

**The deadline for Entries is February 1, 2009.  
Entries should be mailed to:**

Hugh J. Rushing  
Association Manager  
Public Relations Council of Alabama  
P.O. Box 531335  
Birmingham AL 35253

## **Award Categories**

### **1. Total Public Relations Program**

- 1A. Internal
- 1B. External

### **2. Special or One-time Public Relations Program**

- 2A. Long-term Internal (90 days or longer)
- 2B. Long-term External (90 days or longer)
- 2C. Short-term Internal (fewer than 90 days)
- 2D. Short-term External (fewer than 90 days)

### **3. Total Publications Program**

No less than two (2), nor more than five (5) examples of the publications program are to be submitted. Judges will consider quality of writing, design, typography, use of photography, technical quality, readability, consistency of style and effectiveness of publications as related to the stated purpose.

(Publications may include brochures, magazines, newsletters, or manuals.)

### **4. Issues Management/Crisis Management**

A public relations plan, program or position paper addressing an issue or crisis.

- 4 A. Plan or Program
- 4 B. Position Paper

### **5. Writing for Media**

Entries in this category must be original work written for public relations functions. Written pieces may be placed in a ring binder or mounted. All broadcast entries must be accompanied by a script. Video productions must include a DVD, and radio programs must be accompanied by a cd. Both DVDs/CDs and containers should be labeled.

- 5A. Print News Stories Internal/External
- 5B. Broadcast News Stories Internal/External
- 5C. Feature Stories Internal/External

### **6. Public Service**

Public Service functions are those which enlist public support or action in the solution of problems of general interest or concern. The message of a PSA clearly has as its goal the improvement of the public's health, education and/or welfare. Provided that entries meet the above criteria, media space or time may or may not have been donated.

- 6A. Print Material
- 6B. Direct Marketing – Print
- 6C. Direct Marketing – Video
- 6D. Print Magazine
- 6E. Print Newspaper
- 6F. Electronic – Radio
- 6G. Electronic – Television
- 6H. Electronic – Audio Visual

### **7. Editorial and Editorial Replies**

Submit a typed copy or the actual editorial as it appeared in print or broadcast. Entries may be placed in suitable binders.

## **8. Speech Writing**

Submit a typed copy of the speech (text, not graphics or PowerPoint visuals) in a suitable binder. You may include visuals with the speech text, but complete text must be printed out.

## **9. Special Publications**

Print entries must be submitted in suitable binders. Video productions must include a script and a DVD or storyboard. DVDs, containers and binders should be labeled.

9A. Annual Reports – Print

9B. Annual Reports – Video

9C. Publications for special programs, invitations, etc.

9D. Promotional Brochures and Folders – One Color

9E. Promotional Brochures and Folders – Two or More Colors

9F. Informational Brochures and Folders – One Color

9G. Informational Brochures and Folders – Two or More Colors

## **10. Magazines, Tabloids and Newsletters**

Must be published at least quarterly, and at least two issues should be submitted (to be judged as one entry). Entries may be mounted, or submitted in an appropriate binder and labeled appropriately.

10A. Internal Magazines – Black & White

10B. Internal Magazines – Color

10C. External Magazines – Black & White

10D. External Magazines – Color

10E. Tabloids – Internal or External, Black & White or Color

10F. Newsletters – Internal or External, Black & White or Color

## **11. Promotions/Support Material**

11A. Sales Kit

11B. Product Sheet/Fact Sheet

11C. Press Kit

11D. Specialty Promotional Item – Print (ex. Book marks, cards, invitations)

11E. Specialty Promotional Item (ex. Pens, cups, T-shirts)

## **12. Direct Mail**

12A. Posters

12B. Bill Stuffers and Inserts

12C. Miscellaneous

## **13. Graphic Design**

Original artwork and photo enlargements may be submitted, but you must include a tear sheet of the publication or art piece so that the judges can evaluate the work in its context.

13A. Photography, Single or Series for Publication

13B. Photography, Single or Series for Display

13C. Letterheads

13D. Logos

13E. Illustrations – Single

13F. Illustrations – Series

## **14. Radio**

Entries must be submitted on cassette. Both tapes and containers should be labeled. If materials actually aired, please note this on entry.

14A. One minute or less

14B. Campaign Series (three or more, 60-seconds or less)

14C. Program any length

### **15. Video Production**

Entries must be submitted on DVD. Both DVD and container should be labeled. If materials actually aired, please note this on the entry.

15A. Television Advertising – One minute or less

15B. Television Advertising Campaign Series (three or more)

15C. Video News Release

15D. Video Newsletter

15E. Promotional/Informational Video

### **16. Slide/Powerpoint Presentations**

Slide presentations should be printed out on 8 X 11 pages, no more than 20 pages per presentation. These pages should be submitted in an appropriate binder.

### **17. Web Site Design**

Samples of web site design should be printed out on 8 X 11 pages, no more than 10 pages per site design. These pages should be submitted in an appropriate binder.

### **18. Outdoor**

Submit a print of the design (in scale) or an 8 X 10 color photo of the board. Entries may be mounted or submitted in an appropriate binder.

### **19. Potpourri**

This category may include any item not covered by one of the above categories. Entries must be mounted or submitted in an appropriate binder or manila envelope. All entries should be properly labeled.

***DO NOT enter materials under potpourri that should be entered under one of the above categories!***