

PARTHENON

A W A R D S

2012 CALL FOR ENTRIES



Who May Enter

Public relations and communications professionals working in the Middle Tennessee area.

What May Be Entered

All work entered must have been released, published or performed – at least in substantial part – during the 2011 calendar year. The same material may be submitted in more than one category, but this requires a separate entry fee and entry form and an additional copy of the entry, including summary.

Entry Fees

Entry fees must accompany all Program and Project Category entries.

PRSA member fees: \$60/entry
 \$80/late entry
 \$50/nonprofit entry
 \$70/late nonprofit entry

Non-member fees: \$85/entry
 \$105/late entry
 \$75/nonprofit entry
 \$95/late nonprofit entry

Student fees waived for public relations students at:

Austin Peay State University
Belmont University
Lipscomb University
Middle Tennessee State University
Western Kentucky University

Please make checks payable to PRSA Nashville Chapter.

Entry Deadline

The deadline for receipt of entries is March 2, 2012, at 5 p.m.

Late deadline is March 6, 2012, at 5 p.m.



PROGRAM CATEGORIES

A. Public Relations Campaigns

Complete public relations campaigns that have demonstrated success in reaching distinct multiple audiences over a six-month to one-year period.

B. Community Relations

Programs that seek to win the support or cooperation of, or that aim to improve relations with, people or organizations in communities in which the sponsoring organization has an interest, need or opportunity. "Community" in this category refers to a specific geographic location or locations.

C. Investor Relations

Programs directed to shareholders, other investors and the investment community.

D. Media Relations

Programs designed to penetrate the print and electronic media with your organization's message.

E. Internal Communications

Programs targeted specifically to special audiences directly allied with an organization (for example, employees, members, affiliated dealers or franchisees).

F. Global Communications

Any type of program sponsored by a U.S. company or a company with a U.S. presence that demonstrates effective global communications in two or more countries.

G. Public Service

Programs that advance public understanding of a societal issue, problem or concern.

H. Nonprofit Communications

Programs designed to advance the communications mission of a nonprofit organization.

1. By nonprofit
2. By for profit

I. Pro Bono

Services done for the public good without any compensation.

J. Crisis Communications

Programs undertaken to deal with an event that has had or may have an extraordinary impact.

K. Public Affairs

Programs specifically designed to influence public policy and/or affect legislation, regulations, political activities, or candidacies, so that the entity funding the program benefits.

L. Multicultural Communications

Any program specifically targeted to a cultural group.

M. Integrated Communications

A program that exemplifies creative and effective integration of traditional public relations tactics with at least one other marketing communications tool, such as advertising. Evidence should be provided of integration of strategies, budget and evaluation.

N. Reputation/Brand Management

Programs designed to enhance, promote or improve the reputation of an organization with its publics, or key elements of its publics, either proactively or in response to an issue, event or market occurrence.

O. Marketing Consumer Products & Services

Programs designed to introduce new or promote existing products or services to a consumer audience.

P. Special Events

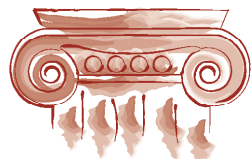
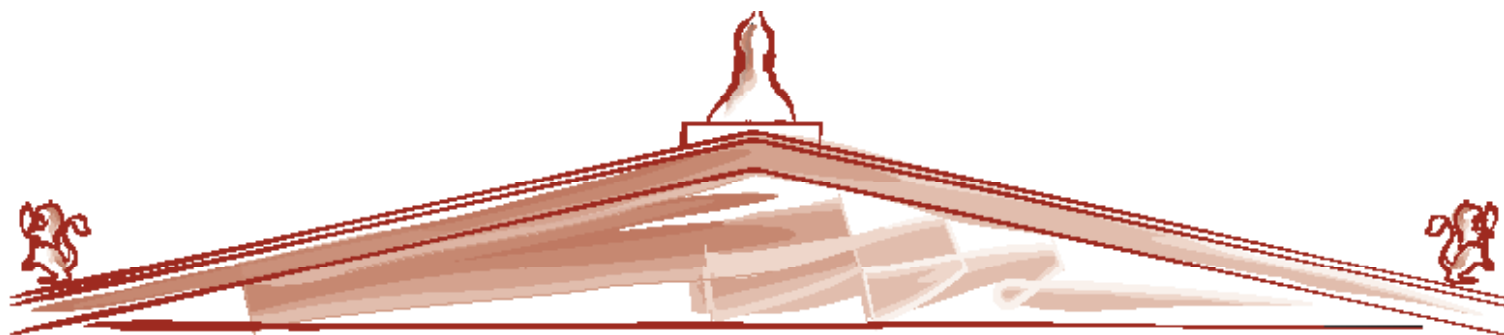
Events may be commemorations, observances, openings, celebrations or other activities.

Q. Development/Fundraising

A public relations program that supports an outstanding fund-raising plan.

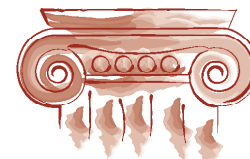
R. New Media

A program solely-based on online and/or digital media designed to reach specific audiences.



PROJECT

CATEGORIES



A. Annual Reports

Publications that report on an organization's annual performance.

1. By Nonprofit
2. By For Profit

B. Newsletters

Publications designed, written and published periodically to provide brief and timely information to target audiences while supporting an organization's overall objectives. Submit two consecutive issues of quarterly publications or three consecutive issues of monthly publications.

1. Up to two colors
2. Three colors or more
3. Electronic

C. Magazines

Publications designed to provide in-depth information about an organization or topic on a regular basis. Magazines typically are differentiated from newsletters by the number of pages and length of articles. Submit three consecutive issues or both issues of semi-annual publications.

D. Brochures And Booklets

Pamphlets, booklets or other small publications designed to inform a target audience about an organization, product, service or issue.

E. Posters, Displays Or Exhibits

Any poster, display or exhibit may be entered. Entries must be mounted, folded or photographed to fit into the 8 1/2 x 11-inch three-ring binder format required for entries.

F. Media Relations

1. Media Kits/Press Kits
2. Press Conferences – An event to announce a product, service, event, change in organization.
3. Media Tours – A single in-person media tour to

journalists, industry analysts, or other influencers.

4. Media Placement – A media placement that best represents the goals and objectives of a public relations campaign.

G. Direct Mail

Communications designed to solicit a specific, immediate response by the target audience.

H. Special Purpose Publications

Single issue publications designed for a special purpose.

1. Invitation
2. Book
3. Magazine

I. Writing

Submit text as well as documentation of article/publication.

1. News Writing
2. Feature Writing
3. Editorial Writing
4. Bylined Article – Written under the name of someone else, i.e. client.
5. Technical Writing – Documents or editorial written to define and/or explain a technical product or service to a target audience.
6. Speeches/Scripts – A single speech in which an individual had sole responsibility for research and writing. Judged on content and ability to achieve desired purpose. Include text of speech.
7. News Releases – A timely news announcement sent to media sources. The release should have been used by an external publication in its original format or to develop a story. Include the news release and documentation of publication.



J. Advertorial

Paid advertising written as editorial matter to gain support for a product, issue, program or organization. Include text and documentation of publication.

K. Audiovisual

This category includes any video or audio presentations. All entries must be submitted on DVD or CD. Summaries must include documentation of results.

1. Video News Release
2. Radio Public Service Announcement
3. Television Public Service Announcement
4. Video Program
5. Audio Program

L. New Media

New, creative or unconventional use of technology in a public relations program. This usage may be in the implementation, evaluation or initial research phase of the program. Include any domain names, as appropriate.

1. Web Sites – Marketing/external communications
2. Web Sites – Intranets/internal communications
3. Social Networks – Use of Facebook, Twitter or other social networks to connect with audiences. Include rationale for social media strategy, audiences, statistics or other means of quantifiable measurement to support objectives, as well as URLs for the respective networks.
4. Blogs – Web-based blogs that communicate a corporate, public service or industry position. Include rationale for blogging strategy, target audiences, and statistics or other means of quantifiable measurement to support objectives. Screenshots of the blog, as well as site URL, must be submitted as part of the entry.
5. Podcasts – Audio programs produced solely as podcasts or downloadable for play on MP3 players.

Include rationale for podcasting strategy, statistics or other means of quantifiable measurement to support objectives, as well as a copy of the actual podcast on an audio CD.

6. Mobile Apps – An application specifically design for use on a smartphone. Include rationale for developing the app, target audience, user statistics or other means of quantifiable measurement to support objectives, as well as screenshots of the app.

M. Research

Enter research that provides a meaningful contribution to an organization's public relations program. Sample of the research methodology and results should be included.

N. Pitch Material

Creative materials compiled to "pitch" an organization, concept or program.

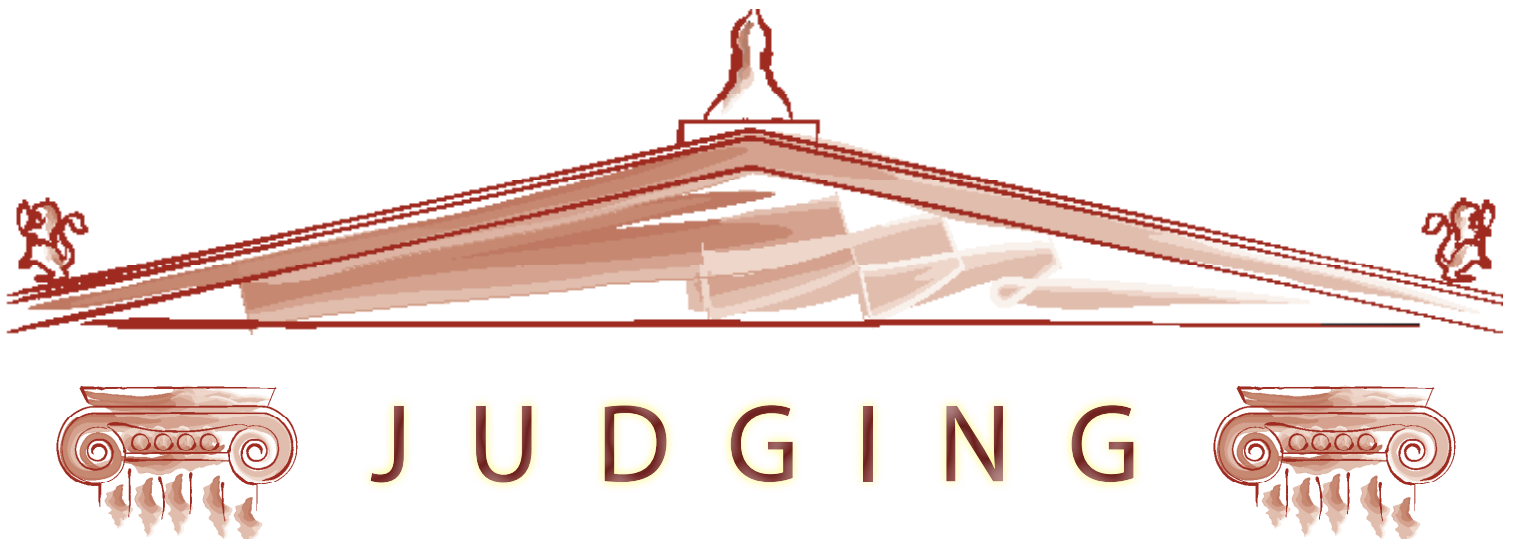
O. Photography/Illustrations

P. Potpourri: Tactics and Approaches

Unusual programs, unconventional creative tactic or approach used as part of a public relations program or campaigns that don't fit into any other categories.

Q. Student Entries

Students may enter items in any category.



This year, a distinguished panel of senior level public relations practitioners from the Public Relations Society of America Nebraska Chapter will examine the entries and select the winners. Parthenon Awards are presented for excellence in public relations programming.

Each of the following criteria receives equal weight in PROGRAM categories.

Research

Each entry will be judged for the quality of original or secondary research used to determine the scope of the problem or opportunity the entry addressed and the factors of importance to strategic planning.

Planning

Each entry is examined from the standpoint of the objectives established, creativity, judgment in selecting strategies and techniques, budget accuracy and difficulties encountered.

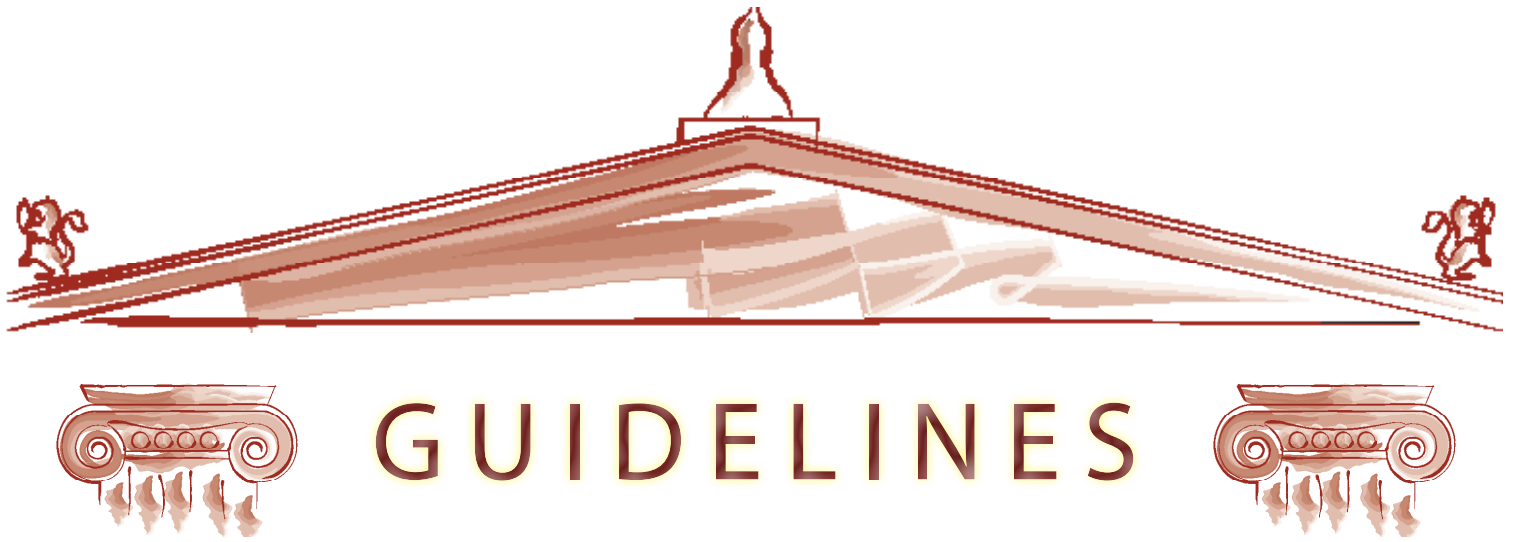
Execution

Judges will examine how the plan was implemented, materials used, in-progress adjustments to the plan, techniques to win management's support, difficulties encountered, and how effectively resources were used.

Evaluation

Judges will consider to what degree a program met its objectives and what efforts were undertaken to identify, analyze and quantify results.

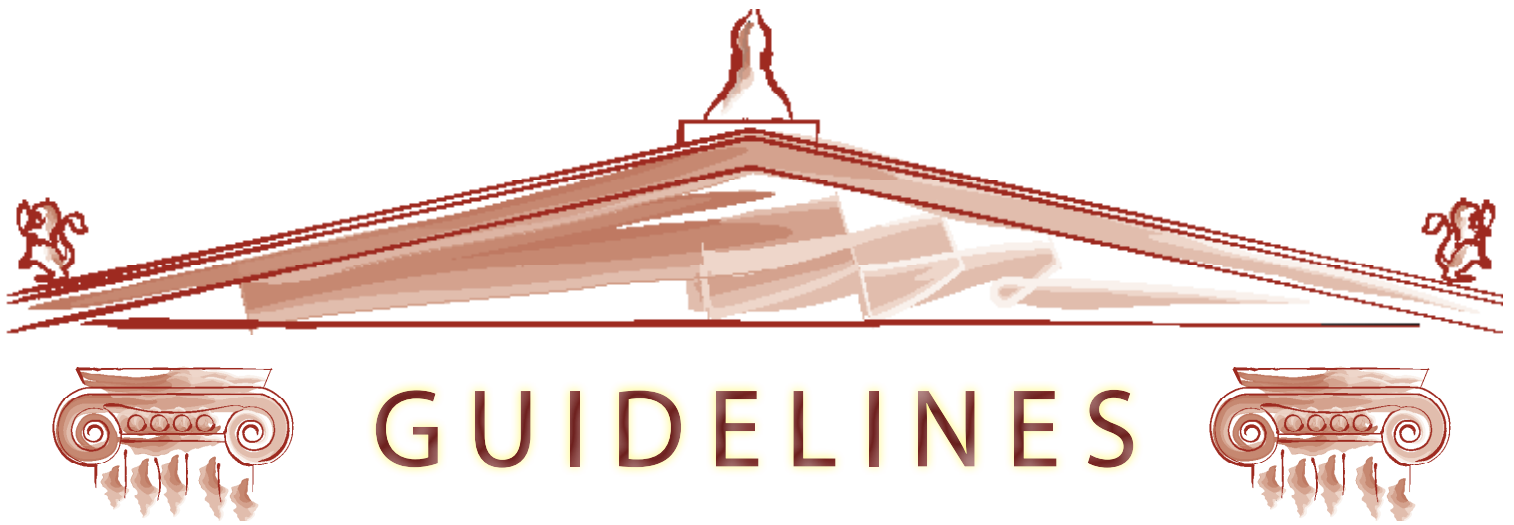
For PROJECT categories, judging will be based on creativity, quality of production, persuasiveness of content, technical excellence and appropriateness for the declared audience.



How to Prepare Your Entry

OPTION A – Hard Copy

1. Entries may be submitted in one hardcover, stiff- spine, three-ring binder not more than three (3) inches thick at the spine or 10 x 11 ½ inches in overall size. The binder should be only large enough to accommodate entry.
2. Submit your entry on pages no larger than 8 ½ x 11 inches.
3. For PROGRAM categories, prepare a concise summary no longer than two typewritten pages to introduce your program to the judges. Each of the four criteria – research, planning, execution and evaluation – must be addressed. Each should be supported by more detailed information in tabbed sections.
4. For PROJECT categories, provide a brief summary no longer than one page in length describing the entry's objective, audience, budget and results.
5. You may include supporting materials referred to in the summary, such as a copy of the public relations plan, pictures, letters, scripts, reports, clippings and copies of other materials used in executing your program, as long as all the material fits into the three-ring binder.
6. Materials that do not fit in the binder may be represented by photos. Samples of supporting data are sufficient to give the judging panel a basis for evaluation.
7. If necessary, a CD or DVD enclosed in a standard or slim jewel case may also be included as part of the entry. The disc should be labeled with the following information: Entry title, name of entrant and award category (and subcategory, if applicable).
8. The clear pocket in the front of the binder should include the following:
 - a. Two hard copies of the completed entry form. This should indicate the person to be contacted if additional information is needed.
 - b. An 8 ½ x 11 page with the entry title, name of entrant, indication of whether the entry is a program or project, and award category (and subcategory, if applicable), and a 50-word summary describing the entry.
 - c. A check made out to "PRSA Nashville Chapter" with the entry fee.

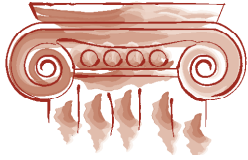
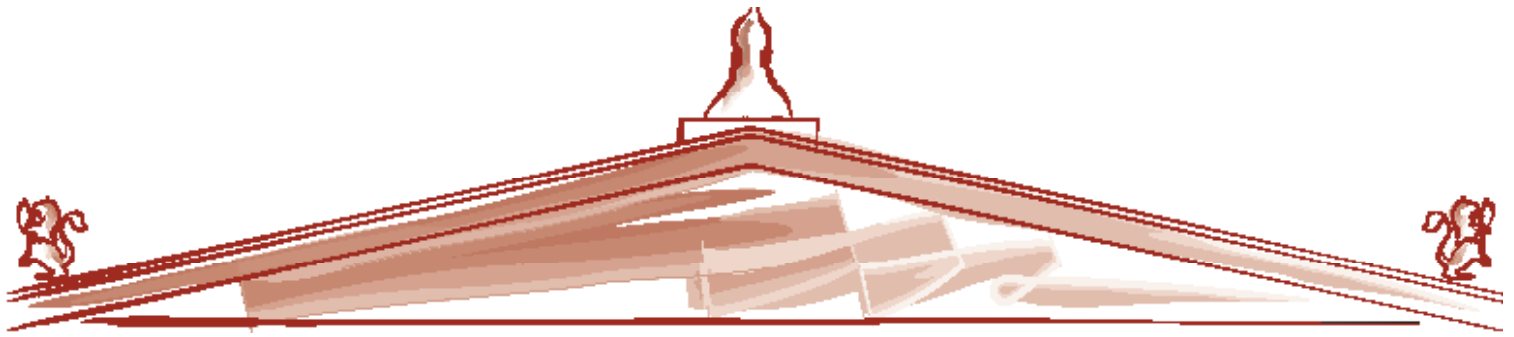


OPTION B – Electronic Copy

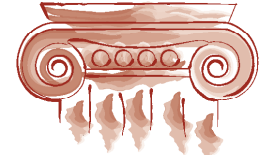
1. Entries may also be submitted on a CD or DVD enclosed in a standard or slim jewel case. The disc should be labeled with the following information: Entry title, name of entrant, indication of whether the entry is a program or project, and award category (and subcategory, if applicable).
2. The only file formats allowed are PDFs and documents from the following Microsoft Office programs: Word, Excel, and Powerpoint.
3. For PROGRAM categories, prepare a concise summary no longer than two typewritten pages to introduce your program to the judges. Each of the four criteria – research, planning, execution and evaluation – must be addressed. Each should be supported by more detailed information included on the same CD or DVD.
4. For PROJECT categories, provide a brief summary no longer than one page in length describing the entry's objective, audience, budget and results.
5. Remember, you will need to guide the judges through the document(s) included on your disc. A disc full of multiple documents without any direction will likely confuse judges. If you find that your entry requires too much information to include on a disc, consider submitting a hard copy of the entry instead.
6. Your disc should be accompanied by an envelope with the following:
 - a. Two HARD COPIES of the completed entry form. This should indicate the person to be contacted if additional information is needed.
 - b. An 8 ½ x 11 page with the entry title, name of entrant, indication of whether the entry is a program or project, and award category (and subcategory, if applicable), and a 50-word summary describing the entry.
 - c. A check made out to "PRSA Nashville Chapter" with the entry fee.
7. ERRORS MAY OCCUR WITH ELECTRONIC ENTRIES. PRSA is not responsible for CDs or DVDs that do not load properly. If an entry does not load properly after tries on multiple computers, the entry will be disqualified and the entry fee will not be refunded.

REMEMBER:

1. If your entry is selected as a Parthenon Award winner, you will be asked to provide PRSA with one JPEG depicting the program or activity.
2. Check your entry for grammatical, spelling and typographical errors.
3. No entries will be returned prior to the awards ceremony.



NOTIFICATION OF WINNERS



Winners will be notified by e-mail. Awards will be presented at the PRSA Parthenon Awards dinner in April 2012.

Return Entries

All entries may be picked up immediately following the awards ceremony. Entries not collected at the awards ceremony will be donated to PRSSA chapters at local universities. No entries will be returned prior to the awards ceremony.

Checklist

- Prepare separate entry form with one photocopy for each entry (two total).
- Affix entry to the inside front of the binder in protective sheet cover.
- Submit as many entries as desired.
- Attach copy of entry form and 50- word summary to your check.
- Single check may cover multiple entries.
- Make checks payable to PRSA Nashville Chapter.



Make additional copies if necessary. Please also submit one photo copy of each entry form.

ENTRY TITLE AS IT APPEARS ON AWARD (52 characters maximum)

NAME OF ENTRANT

EMAIL

COMPANY/ORGANIZATION

TELEPHONE

FAX

ADDRESS

CITY

STATE

ZIP

NAME OF ASSISTING AGENCY, IF ANY

PERSON(S) TO BE CREDITED DURING THE AWARDS PRESENTATION

THIS ENTRY IS FOR (check one and give code, i.e. A, B, C)

PROGRAM ENTRY _____ Code

PROJECT ENTRY _____ Code

PRSA CHAPTER MEMBER Yes No

Deliver this form with summary and entry to:

Ben Palos
Seigenthaler Public Relations
115 29th Ave South
Nashville, TN 37212

Entry deadline: March 2, 2012 at 5 p.m.
Late Entry deadline: March 6, 2012 at 5 p.m.
Awards Dinner: TBD April 2012

If you have questions regarding entry format, fees or other matters,
call Ben Palos at (615) 327-7999
or email him at bpalos@seigenthaler.com

