

ENTRY DEADLINE MARCH 25, 2010

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STUDENT



PUBLIC RELATIONS SOCIETY OF AMERICA
MEMPHIS CHAPTER

2010 CATEGORIES

Each entry will be judged on how well it meets the required criteria. Student Vox entries will be critiqued in writing by a panel of experienced public relations professionals from within the Memphis area.

The summary of each entry may not exceed 400 words maximum in the writing, print tactics and electronic tactics categories. Summaries for each entry in the research project, campaigns and special events categories may not exceed 1,000 words maximum. Be sure to consult the specific judging criteria for your category.

RESEARCH PROJECT - 1:

Complete an executive summary of no more than 1,000 words. The summary should address these main criteria:

- Problem Statement/Background
 - Secondary Research/Situation Analysis (include statistical and/or graphic support)
- Include an explanation of Methods and Procedures for gathering data:
- Results (based on research questions)
 - Conclusions/Recommendations (based on primary and secondary research)
 - Support should be appropriate to topic, method and purpose and organized with tabs or appendices.

COMMUNICATIONS CAMPAIGN - 2:

Complete an executive summary of no more than 1,000 words. The summary should address these main criteria:

- Research/Background
- Planning/Goals and Objectives
- Execution/Implementation
- Evaluation/Results (State any documented results or how you would measure results if campaign was implemented.)

Each of these criteria should be supported with more detailed information in tabbed sections behind the summary. A DVD or CD no longer than five minutes may accompany the entry. All criteria are given comparable weight in the judges' evaluation.

2A. Classroom Project

2B. **Out of Classroom** (includes internships & student organizational work)

WRITING - 3:

Entries will be judged solely on writing (not on design or printing) including content, creativity, technical excellence, appropriateness for the declared audience and results. Clippings are not necessary but may be included after the executive summary. If an entire publication is submitted, clearly indicate which article is your entry. Provide a summary no longer than 400 words describing the entries:

- Background & Objectives
- Audience: Describe, then explain why you selected this particular audience
- Results: State any documented results or how you would measure results, as well as how the element fits into an overall public relations program or campaign. For example, if you enter a news release that resulted in a story published in a newspaper, you may document equivalent advertising rates. If entry was part of a larger campaign, discuss results of campaign.

3A. Classroom Project

3B. **Out of Classroom** (includes internships & student organizational work)

SUBCATEGORIES:

- Feature/Profile
- News Release (print)
- Public Service Announcement (for radio/television)
- Web Site Writing
- Other

PRINT TACTICS - 4:

Judging will be based on content, creativity, quality of production, technical excellence, appropriateness for the declared audience and results. Provide a summary no longer than 400 words describing the entries:

- Background & Objectives
- Audience: Describe, then explain why you selected this particular audience.
- Budget: If done as classroom project, state what your overall budget would be.
- Results: State any documented results or how you would measure results, as well as how the element fits into an overall public relations program or campaign.

4A. Classroom Project

4B. **Out of Classroom** (includes internships & student organizational work)

SUBCATEGORIES:

- Brochure
- Newsletter
- Special Purpose One-time Publication
- Media Kit
- Visual Elements (i.e. photos, posters, illustrations, logos, etc.)

SPECIAL EVENTS - 5:

Complete an executive summary of no more than 1,000 words. The summary should address these main criteria:

- Research/Background
- Planning/Goals and Objectives
- Execution/Implementation
- Evaluation/Results of the Event

Each of these criteria should be supported with more detailed information in tabbed sections behind the summary. A DVD or CD no longer than five minutes may accompany the entry. All criteria are given comparable weight in the judges' evaluation.

5A. Classroom Project

5B. **Out of Classroom** (includes internships & student organizational work)

ELECTRONIC AND ONLINE TACTICS - 6:

Judging will be based on content, creativity, quality of production, technical excellence, appropriateness for the declared audience and results. Provide a summary no longer than 400 words describing the entries:

- Background & Objectives
- Audience: Describe, then explain why you selected this particular audience.
- Budget: If done as classroom project, state what your overall budget would be.
- Results: State any documented results or how you would measure results, as well as how the element fits into an overall public relations program or campaign.

**Supporting materials for entries in categories 6 a, b, c, or d should be submitted on a DVD or CD.*

6A. Classroom Project

6B. **Out of Classroom** (includes internships & student organizational work)

SUBCATEGORIES:

- Video/DVD Presentation
- Audio Only Presentation (radio PSA's, telephone hotlines, news programs, etc.)
- Viral Video
- Podcasts
- Web Site (include the address of your Web site)
- Other