



**College Public Relations Association
of Mississippi
2009 Awards Competition
*Competition Guidelines***



Only 2008 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, at 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 Jeanna Graves at William Carey University, jeanna.graves@wmcarey.edu or 800-962-5991, ext. 769.

1. Contestants must have paid membership dues for 2009 to be eligible for competition.
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, 2008 and December 31, 2008. Work done by advertising and public relations agencies is not eligible in the print media categories. 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.
5. All entries must be **RECEIVED by March 27, 2009 for the early deadline rate (\$10 per entry) and April 18, 2009 (\$15 per entry)** for the late deadline rate. **Send all entries to: Jeanna Graves, William Carey University, 498 Tuscan Avenue WCU Box 141, Hattiesburg, MS 39401. ENTRY FEES MUST ACCOMPANY ALL ENTRIES.**
6. Include a CD that contains JPEG representations of each entry. 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.
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.
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.
9. An official entry form must be attached to each entry.

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 2009 CPRAM Annual Conference. For more information on the conference, visit www.cpram.org. 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 plaques can be ordered for a fee after the event by contacting Jeanna Graves. Duplicate certificates can be ordered at no charge by contacting Jeanna Graves.
15. A winner's list will be available at the CPRAM Annual Conference and will be available at www.cpram.org after the convention.
16. CPRAM is not responsible for lost or stolen entries. **Entries will not be returned.**
17. EACH ENTRY must be in a separate envelope, sealed, with the submitting institution, category number and category name printed or typed on the outside of the envelope. Oversized envelopes are permitted.

COMPETITION CATEGORIES

PRINT MEDIA

(Print media entries will be accepted if the work originated at and was directed, written and produced by the institution.)

1. **News Story** (or series) – series counts as one entry. Published clip must be included.
2. **Feature Story** (or series) – series counts as one entry. Published clip must be included.
3. **Sports Story** (or series) – series counts as one entry. Published clip must be included.
4. **Institutional Magazine** – submit at least two consecutive issues with judging to be on layout, design, photographs and copy.
5. **Newsletter** (excluding tabloids) – submit at least two consecutive issues with judging to be on layout, design, photographs and copy.
6. **Tabloid Publication** – published with paid advertising or free with judging to be on layout, design, photographs and copy.

7. **Viewbook** – 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 viewbooks, 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 an 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 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, 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. **Black/White Photograph** – (single shot or a series, and a series counts as one entry) Photo must have been taken with black and white film or if digital on a black/white setting. Original photo, no larger than 8x10, must be submitted with clipping 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. **Color Photograph** – (single shot or a series, and a series counts as one entry) Photo must have been taken with color film or if digital on a color setting. Original photo, no larger than 8x10, must be submitted with clipping 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.
17. **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.

ELECTRONIC MEDIA

(For electronic media categories, television entries must be submitted on a cued VHS tape or DVD, and radio entries must be submitted on a cued cassette or CD. PowerPoint presentations must be submitted on CD. Entries will be judged on criteria including writing, editing, pacing and technical quality. All tapes must be cued. 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. Judges will consider writing, pacing, delivery and overall look.

18. **Television News Story** (story may be sports related) – two minutes or less.
19. **Television Spots** (60 seconds or less) – includes PSAs, commercials, promotional spots, etc.
20. **Radio Spots** (60 seconds or less) – includes PSAs, commercials, promotional spots, etc.
21. **Television Programs** (any length) – either a single program or one entry representing a series to include public affairs, sports, entertainment, etc.
22. **Radio Programs** (any length) – enter either a single program or one entry representing a series to include public affairs, sports, entertainment, etc.
23. **Multi-Media Presentation** – (for in-house or external use). Submit on a CD or videotape. Presentation can encompass alumni, admissions and/or recruitment, fund raising, etc. (This category includes PowerPoint presentations.)
24. **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.

SPECIAL CATEGORIES

25. **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.
26. **Exhibits** – submit photograph(s) of the exhibit and a brief description of why, where and when it was used.
27. **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.

28. **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.