



2009

PRISM  
AWARDS

CALL FOR  
ENTRIES

EARLY SAVINGS DEADLINE  
JULY 10

FINAL DEADLINE  
AUGUST 7

Los Angeles Area Chapter  
**PRSA**  
Public  
Relations  
Society of  
America

JOIN US: OCT. 22  
PRISM AWARDS BANQUET

# PRISM AWARD CATEGORIES

## PROGRAMS AND CAMPAIGNS

### 1 CRISIS COMMUNICATIONS

Programs that helped manage an event which threatened an organization's operations or existence.

### 2 CORPORATE COMMUNICATIONS

Programs designed to foster understanding and awareness of an organization as a whole. Programs can be ongoing or a one-time project.

- a. Corporate
- b. Non-profit/Foundation

### 3 FINANCIAL OR INVESTOR RELATIONS

Programs aimed at increasing awareness among investors and the financial community in any business area or industry.

### 4 NEW PRODUCT/SERVICE LAUNCH

Programs designed to introduce and promote new products or services in the following areas:

- a. Consumer - under \$50,000 launch budget
- b. Consumer - \$50,000 and over launch budget
- c. Business-to-business

### 5 ONGOING PRODUCT OR SERVICE

Programs designed to publicize and promote existing products or services in the following areas:

- a. Consumer - under \$100,000 annual budget
- b. Consumer - \$100,000 and over annual budget
- c. Business-to-business

### 6 CAUSE RELATED MARKETING

Programs that promote a brand, business or other organization by linking it with a special cause to advance public understanding of a societal issue or concern, including:

- a. Non-Profit, Foundation or Cause-based Organization
- b. Corporate, Brand or other Organization

### 7 SOCIAL MARKETING/INFLUENCER MARKETING

Programs that seek to change attitudes or lead to behavior changes among targeted groups or individuals.

### 8 CORPORATE SOCIAL RESPONSIBILITY

Programs that seek to improve the responsible actions of an organization or corporation in one or more of the communities in which they exist, conduct business or otherwise rely upon.

### 9 COMMUNITY RELATIONS

Programs that seek to secure support, cooperation or improved relations with an organization's community or neighbors.

### 10 GOVERNMENT/PUBLIC AFFAIRS

Programs that communicate an organization's position to a government entity or other public audience, or that seek to influence the governmental decision-making process.

### 11 PUBLIC EDUCATION

Programs conducted by government agencies, nonprofits, other groups or their agencies to educate the public about an issue affecting the community.

### 12 NON PROFIT CAMPAIGN

Programs conducted by non-profit organizations and/or their agencies to promote awareness and goodwill.

### 13 ONE TIME MEDIA OR SPECIAL EVENTS

One-time program of limited duration developed to attract attention or promote communications with key audiences. Includes product launches, openings, celebrations, premieres, anniversaries, kick-offs or other special observances in the following areas:

- a. Corporate/Brand - under \$50,000 budget
- b. Corporate/Brand - \$50,000 budget or over
- c. Non-profit - under \$25,000 budget
- d. Non-profit - \$25,000 budget or over

### 14 INTERNAL COMMUNICATIONS/ EMPLOYEE RELATIONS

Programs developed to improve and facilitate communications within an organization in order to further the organization's goals.

### 15 MULTICULTURAL COMMUNICATIONS PROGRAM

For any type of program (i.e., institutional, marketing, community relations) specifically targeted to a cultural group.

- a. Business
- b. Associations/Government/Nonprofit Organizations

### 16 ENVIRONMENTAL PROGRAM

Communications programs that promote environmental – or green – issues, initiatives and programs.

- a. One-time or Special Event
- b. Ongoing: Business
- c. Ongoing: Associations/Government/Nonprofit Organizations

## 17 HEALTHCARE PROGRAM

Communications programs developed to promote healthcare events, organizations, brands, institutions or issues.

- a. Ongoing Program
- b. One-time Event
- c. Professional Outreach

## 18 ENTERTAINMENT PROGRAMS

Communications programs that promote entertainment properties in the following categories:

- a. One-time or Special Event
- b. Ongoing Organization/Corporate
- c. Personality, Series, Film or DVD

## 19 SPORTS PROGRAMS

Communications programs that promote sports properties in the following categories:

- a. One-Time or Special Event
- b. Ongoing Organization/Corporate
- c. Athlete, Personality, Team or Property

## 20 TECHNOLOGY PROGRAMS

Communications programs that are primarily focused in the technology or online sectors in the following categories:

- a. Online Campaign
- b. Convergence (Entertainment and Technology)

## 21 PRO BONO WORK

Communications work (project or campaign) performed at no charge on behalf of a cause or organization.

## 22 PROGRAM EVALUATION

Communications work featuring a successful PR measurement tool or process that effectively evaluates and/or re-merchandises PR results and/or ROI.

## TACTICAL PROGRAMMING

### 23 PODCAST

Audio or video programs/shows produced solely as podcasts, downloadable for play on MP3 players. Actual podcast must be submitted on CD.

- a. Audio
- b. Video

### 24 BLOGS

Web-based journals, or blogs, that communicated either a corporate, public service, or industry position. Screen downloads of the blog being entered, as well as the actual Web site URL, must be submitted as part of the entry.

### 25 WORD OF MOUTH/BUZZ MARKETING

Tactics that get key audiences talking or provide an avenue for conversation through the use of different techniques such as viral marketing, sampling programs loyalty programs, etc.

- a. General Word-of-Mouth Marketing Program
- b. Viral Marketing Program, Sampling Program, Loyalty Program
- c. Street Marketing Program

### 26 BLOGGER CAMPAIGN

A proactive outreach to the blogger community on behalf of a product, service or organization. The one-page summary should include rationale for blogger outreach strategy, statistics or other means of quantifiable measurement to support stated objectives, as well as a copy of (a) the outgoing messages and (b) the resulting blog entries either printed or on a CD.

### 27 WEB SITE

Use of a Web site as part of a public relations program. Include screen grabs or copies of key pages to support your one-page summary. In addition, include the Web site URL for external sites.

- a. External
- b. Internal/Intranets

### 28 MEDIA WRITING

- a. Press Release
- b. Speech
- c. Op/Ed
- d. Feature Story
- e. Pitch Letter
- f. Backgrounder, White Paper or Technical
- g. Other

### 29 ANNUAL REPORT

- a. Corporate
- b. Non-profit/Foundation

### 30 MEDIA/PRESS KITS

- a. Print
- b. Digital/Electronic

# FINAL DEADLINE: 3 P.M., FRIDAY, AUGUST 7

## 31 BROCHURE

- a. Corporate/Brand
- b. Non-profit/Foundation
- c. Government

## 32 NEWSLETTER (HARDCOPY OR ELECTRONIC)

Publications designed, written and published periodically to provide brief and timely information to target audiences while supporting an organization's overall objectives. Submit three consecutive issues along with the one-page summary.

- a. Corporate Internal
- b. Corporate External
- c. Non-profit/Foundation

## 33 PUBLIC SERVICE ANNOUNCEMENT

- a. Radio
- b. Television
- c. Print

## 34 SPECIAL PURPOSE/CREATIVE MATERIALS

- a. Photography
- b. Graphic Illustration
- c. Logo Design
- d. Corporate Identity
- e. Teaser or Other Collateral
- f. Audio-Visual Presentation/Communications (i.e., DVDs)
- g. Other

## 35 RESEARCH

Research that provides a meaningful contribution or input to a public relations program, or an evaluation documenting the value or benefit of a public relations program or tactic.

## 36 MEDIA PLACEMENT

- a. Television
- b. Print
- c. Online

## SPECIAL PR INDUSTRY AWARDS

The following awards are designed to provide special recognition of outstanding PR leadership in the greater Los Angeles area:

### A OUTSTANDING PROFESSIONAL

Awarded for distinguished service to the profession, either for a single program or for work over a period of time.

### B PR TEAM OF THE YEAR (AGENCY OR ORGANIZATION)

PRSA-LA will honor the top PR team of the year, agency or organization, based on overall accomplishments, excellent work product/results, and/or contributions to the field of public relations or to their constituents, community or society at large.

Nominations for these special awards are free of charge, but require the following:

1. One letter of nomination
2. Two letters of recommendation from sources that know the nominee and can support their nomination in a compelling detailed fashion
3. One-page bio, resume or backgrounder with relevant data on the nominee
4. Not more than five pages of support materials (optional)  
Nominations and support material must be received no later than Friday, August 7. Send your special industry award nomination to:

PRSA-LA  
11271 Ventura Blvd. #514  
Studio City, CA 91604  
Phone: 818-761-5575

Cover photo by:  
Walter Tabayoyong ([www.waltertab.com](http://www.waltertab.com))

Brochure design by:  
Kellen Oberts, Branded Legion ([www.brandedlegion.com](http://www.brandedlegion.com))

Frequently Asked Questions and additional help about the entry preparation process can be found online at: [www.prsala.org](http://www.prsala.org)  
For additional questions about Programs and Campaigns or Tactical Programming Categories, please contact:  
Dennis Kaiser at [DKaiser@valleycrest.com](mailto:DKaiser@valleycrest.com) or by phone at (818) 737-2622.

EARLY SAVINGS DEADLINE: 3 P.M., FRIDAY, JULY 10

FINAL DEADLINE: 3 P.M., FRIDAY, AUGUST 7

# ENTRY INFORMATION

## ENTRY DEADLINES

There are two deadlines for submissions. The early entry is 3 p.m. Friday, July 10, 2009. Entrants can save \$40 in fees if submissions are made by the early deadline. The final deadline is 3 p.m. Friday, Aug. 7, 2009. No extensions beyond these deadlines will be granted.

## WHO CAN ENTER

Award categories are open to all public relations practitioners who work in the Greater Los Angeles area, or have completed assignments for LA-based clients. Work must have been completed between July 1, 2008, and June 30, 2009.

## ENTRY PREPARATIONS

Entries not submitted as described below may be disqualified. Frequently Asked Questions and additional help about the entry preparation process can be found online at: [www.prsala.org](http://www.prsala.org)

A. Complete two entry forms (photocopies are OK) per entry. Entrants are responsible for designating the correct category and/or subcategory for each entry. Judges will not assign categories for entries.

B. Prepare an entry summary of no more than two pages with the appropriate category information (number and name), entry title, and submitting organization at the top. (Entry should have margins of at least 1/2 inch, and at least 10 point type.) The summary should include the following sections: Overview, Objectives, Target Audiences, Execution/Implementation, Budget and Results. Also, include a 100-word synopsis to be used to describe your award entry, should it win.

C. Include any supporting materials in a three-ring binder of up to three inches in width. Only one binder is allowed per entry. Organize your supporting materials clearly in an order that follows the entry.

D. Entry forms must be complete, accurate and legible, and must be typed or printed by hand in black or blue ink. Cursive handwriting will NOT be accepted on entry forms.

E. Entrants may submit an unlimited number of entries. Entries may be submitted in multiple categories; each additional category must include a separate form, binder and entry fee.

F. Entries become the property of PRSA-LA and will not be returned to entrants.

G. Entries are not confidential. Additionally, PRSA-LA reserves the option to use entries or a reproduction of entries in part or in full to promote future PRism Awards and/or to provide a resource of successful programs to the PR community.

## JUDGING

Members of the Pittsburgh chapter of PRSA will judge entries. Some categories may not receive awards if the judges determine the entries do not merit recognition. Judges' decisions are final.

## ADDITIONAL HONORS

From the winning entries, the judges will select an award for the coveted "Best of Show" honor. The organization receiving the most PRisms and Awards of Excellence will receive PRSA-LA's annual "President's Award."

## FEES

Entries submitted by 3 p.m. Friday, July 10 should include a fee of \$80 for PRSA-LA members and \$100 for non-members. Submissions made after that date and time until 3 p.m. Friday, August 7, should include fee of \$120 for PRSA-LA members and \$140 for non-members. No fees are necessary for Special Awards nominations. Visit [www.prsala.org](http://www.prsala.org) for more details.

Los Angeles Area Chapter



11271 VENTURA BLVD #514  
STUDIO CITY, CA 91604

# ENTRY FORM

EARLY SAVINGS DEADLINE: 3 P.M., FRIDAY, JULY 10 (SAVE \$40 PER ENTRY)

FINAL DEADLINE: 3 P.M., FRIDAY, AUGUST 7

1. Title of Entry: \_\_\_\_\_

2. Category Number & Category Name: \_\_\_\_\_

3. Subcategory Letter & Category Name (if applicable): \_\_\_\_\_

4. Name and address of organization for which program/project was developed: \_\_\_\_\_  
\_\_\_\_\_

5. Name of assisting agency or consultant (if applicable): \_\_\_\_\_

6. List name(s) exactly as you want them to appear on award: \_\_\_\_\_

7. PRISM Awards Entry Fees (All entries become the property of PRSA-LA and will not be returned to entrants):

I am a PRSA Member: \$80 per entry received by 3:00 p.m. July 10. (Save \$40)

I am a Non-member: \$100 per entry received by 3:00 p.m. July 10. (Save \$40)

I am a PRSA Member \$120 per entry received by 3:00 p.m. August 7.

I am a Non-member: \$140 per entry received by 3:00 p.m. August 7.

# \_\_\_\_\_ x \$ \_\_\_\_\_ = \$ \_\_\_\_\_  
# of entries \$ per entry TOTAL

Enclosed is a check payable to PRSA-LA.

I am paying by  MasterCard  Visa  AMEX

Name on Card: \_\_\_\_\_ Card No: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

8. Contact information for person submitting entry:

Name: \_\_\_\_\_ Title: \_\_\_\_\_ Company: \_\_\_\_\_

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

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ e-mail: \_\_\_\_\_

Mail or deliver completed entry, exact payment amount and **two copies** of this form to:

Dennis Kaiser  
ValleyCrest Landscape Companies  
24151 Ventura Blvd.  
Calabasas, CA 91302

Frequently Asked Questions and additional help about the entry preparation process can be found online at: [www.prsala.org](http://www.prsala.org)

For further information, contact Dennis Kaiser at [DKaiser@valleycrest.com](mailto:DKaiser@valleycrest.com) or by phone at (818) 737-2622.