



S I L V E R L I N K
P R S A T U L S A 2 0 1 3



PRSA TULSA

2013 SILVER LINK AWARDS

CALL FOR ENTRIES

Objective of Awards

The objective of the Silver Link Awards is to recognize the most outstanding public relations and strategic communication efforts in the Tulsa area, and to provide a constructive critique by a distinguished panel of judges for each entry. Both members and non-members are invited to submit entries. Among the Silver Link categories, two outstanding public relations professionals will also be honored for their contributions to the profession. Proceeds from this event provide college scholarships for students in eastern Oklahoma public relations programs.

Entry Requirements

All entries must have been produced between January 1, 2012 and March 31, 2013, and not previously entered in a Silver Link competition. You may enter as many categories as you like. Entering the same project into multiple categories is not recommended. Full programs should be entered into one of the program categories, or should be split up into individual tactics and entered into separate categories in the tactics section. An official entry form or copy must accompany each entry. Please include the form at the beginning of each entry.

Entry Instructions

Prepare an outline summary (one to two pages, no less than 10-point type) for each entry. Each entry falls into one of the below categories, entries will be judged on the following criteria:

Programs

- a) Research, including formal or informal methods used;
- b) Planning, including clearly stated objectives and strategy effectiveness;
- c) Execution, including quality of techniques used, creativity and resourcefulness, including budget parameters, timing, etc. where applicable;
- d) Results, including objectives reached, results obtained and analysis/evaluation of your results.

Tactics

- a) Objectives & Planning, including clearly stated needs, objectives, plans, target audiences, budget, materials used and strategy effectiveness.
Include any research information where applicable.
- b) Execution & Results, including quality of techniques used, creativity and resourcefulness, implementation tools and strategies, efficiency tied to budget and personnel, objectives achieved, measurement for success and room for improvement measured. Include any information regarding tactic analysis, qualification of results and evaluation where applicable.

SILVER LINK AWARDS BANQUET

The Silver Link Awards Banquet will be at Southern Hills Country Club on June 27, 2013.

Look for more information in future e-mails or at www.prsatulsa.com.



ENTRY INFORMATION

For each entry include support letters (when possible), data as exhibits and samples of materials used for both programs and tactics. Entries should be saved as one PDF document per entry. You may insert title pages for each section of your entry. If you have questions about creating a PDF document, please contact the judging chair: Lindsey Wichern, lwichern@stfpr.com.

Several entries can be paid by a single payment. In the writing categories, submit a scanned copy of the original article with proof of publication.

Entry Cost

Early bird Deadline – April 19

PRSA members: \$40 per entry

Non-members: \$50 per entry

Final Deadline – April 26

PRSA members: \$60 per entry

Non-members: \$65 per entry

To pay for your entry your entries, please mail a check made out to PRSA Tulsa. All checks must be post marked no later than the deadline dates. Mail to:

Lindsey Wichern
20 E. 5th Street
Tulsa, OK 74103

Entry Deadline and Instructions

All entries must be received by 5 p.m., Friday, April 19, 2013, for the early bird deadline. All entries must be received by 5 p.m., Friday, April 26, 2013, for the final deadline.

Email your entries to silverlink@sendtodropbox.com. Also include you company logo in a jpeg format. All entries are to be submitted electronically. No hard copies will be accepted.

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ENTRY INFORMATION

SILVER LINK | SPECIAL AWARDS

Tulsa Public Relations Professional of the Year

The Tulsa Chapter's most prestigious award recognizes a PRSA member's outstanding public relations performance on behalf of his or her clients/employer, along with contributions to the community and chapter. It is not designed as a "lifetime achievement award." The recipient reflects the highest principles and qualities of PRSA and has earned the respect of peers for dedication, talent and service. Parties interested in nominating a colleague should look for information from PRSA Tulsa in the coming months.

Montez Tjaden Young Professional of the Year

The Tulsa Chapter annually recognizes a member who, while new to the profession, exemplifies strong character, leadership skills and dedication to the goals of PRSA. An independent panel of judges from within the chapter selects the recipient. No nominations are accepted.

Silver Link Best of Show

Best of Show will be awarded to the entry judged to be the most effective and creative in achieving its goals and objectives.

ENTRY CATEGORIES | PROGRAMS

1. Public Relations

Campaign, program and/or project aimed at developing or improving an organization's goodwill, identity or overall relations with its publics, internal or external.

2. Community Relations

Programs aimed at winning the cooperation of, and improving relations with, people or organizations in communities in which the sponsoring organization or institution has an interest, need or opportunity.

3. Public Affairs

Programs affecting legislation, government regulation, political activities or candidacies, or local, state or federal government activities.

4. Marketing Communication

Overall communication programs designed to publicize or promote new or established products, services or ideas.

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5. Media Relations

Plans and methods to interest media in covering an organization or client. Include samples showing proof of success.

6. Crisis Communication

Programs undertaken to deal with, or prepare for disasters, crises or emergencies. If the plan has never been implemented, please indicate such in the evaluation section and describe what evaluation tactics were implemented to improve and rehearse the plan for future implementation.

7. Internal Relations

A program or ongoing campaign utilized entirely within an organization to communicate with employees and/or to encourage interaction and response from all internal audiences.

8. Branding Initiative

An initiative undertaken to create or significantly change the look and feel of an organization's communications.

ENTRY CATEGORIES | TACTICS

9. Media Relations

An individual tactic driven entirely by media relations. Submit the news release, media advisory, pitch letter, request for coverage, etc., along with evidence of the resulting media coverage. Examples of media coverage include print, television, radio, online, etc.

10. Writing

Submit the original piece with proof of publication.

- a) Feature – prepared to inform or entertain. Entries should give a colorful, distinctive and entertaining profile of a subject or event.
- b) Speech – prepared to inform or entertain.
- c) Editorial – opinion articles written as an editorial, guest column or letter to the editor.
- d) Advertorial – advertising written as editorial matter, used to gain support for an issue, product, political campaign, community relations program or organization.
- e) News Writing – prepared solely to inform.

11. Annual Report

Company annual reports are designed to communicate financial information and/or operational activity to shareholders, analysts, stockbrokers and other audiences. Nonprofit annual reports designed to communicate financial information and/or activities of a nonprofit organization.

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12. Brochure

- a) Informational – publications designed to inform or educate about an organization’s ideas, products or services.
- b) Promotional – publications designed to promote an organization’s ideas, products or services.

13. Direct Mail or E-mail

A single mailing or series of mailings designed to support an overall marketing, public relations or advertising campaign.

14. Newsletter

This includes print newsletters or electronic newsletters. Submit two consecutive issues of a newsletter.

15. Magazine

This includes print magazines as well as electronic magazines. Submit more than one issue, if applicable.

16. Special Event/Observation

An anniversary, opening, new installation, observation of a national or local celebration, fundraiser or other special event.

17. Audiovisual

Includes a single medium as well as multimedia productions. This category includes film and audio projects. If applicable, show proof of use, outcomes or publication.

- a) Public Service Announcement
- b) Video News Release
- c) Internal Program
- d) External Program
- e) PowerPoint Presentation (provide a printout and electronic version on a disc or thumbdrive)
- f) Audio/Radio Program
- g) Press Kit

An informational packet designed to promote an organization’s ideas, products or services. Include all materials and outcomes.

19. Invitation

A single-use piece designed to promote a specific internal or external event. Include outcomes.

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20. Website

Include screen grabs and/or print copies of key parts of the website.

- a) Marketing/External Communications
- b) Intranet/Internal Communications

21. Creative Tactics

Unconventional, creative tactic or approach used as part of a public relations program.

22. Non-Published/Non-Produced Work

A program or tactic which was proposed but never implemented. Must include all supporting data, except results achieved. However, information on evaluation of the work for improvement or future implementation is still required in the entry materials.

SILVER LINK 2.0 SOCIAL MEDIA AWARDS

23. Social Media Campaign

A complete campaign developed and implemented through the use of multiple social media tools and tactics. Include planning materials, research and any outcomes or tangible results as well as descriptions of audience participation. Answer why social media strategies were used as opposed to traditional media channels and why they were deemed the best way to reach and engage intended audiences.

- a) Cause marketing or fundraising campaign
- b) Promotional campaign
- c) Educational campaign
- d) Crisis communications

24. Social Media Tactics

Include any planning materials used with the tactic, examples of audience interaction and engagement, screen shots to show look and feel of web presence when applicable, and any outcomes or results from the use of the social media tactic.

- a) Blog
- b) Facebook (or other social network)
- c) Twitter (or other microblogging site)
- d) Digital content social media site such as YouTube, Flickr, etc.
- e) Content sharing site such as Del.icio.us, Diigo, Digg, etc.
- f) Mobile site (i.e. app)
- g) Integration of social media features in a Web presence

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OFFICIAL ENTRY FORM

FINAL DEADLINE: FRIDAY, APRIL 29, 2013, AT 5:00 P.M.

Category Number and Description		
	<i>Category Number</i>	<i>Category Description</i>

Entry Title	
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Entry Contact Person	
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Company Submitting Entry	
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Submitting Organization (highlight one)	Company	Nonprofit	Other
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Entry Contact Company Address			
	<i>Street Address</i>		<i>Unit #</i>
	<i>City</i>	<i>State</i>	<i>ZIP Code</i>

Entry Contact Phone		Entry Contact Email	
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Name of organization for which entry was created	
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Name and Project Title as it would appear on award (limit two names per award)	
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Please include a 50-75 word description of this project (will be used to present award)	
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I have included (highlight)	A jpeg version of my company logo.	This form on the first page of my entry.
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