

2026



SILVER LINK

Call for Entries



SAVE THE DATE

10.8.2026
6 P.M. - 9 P.M.

HOST SPONSOR:



RIVERSIDE ROOFTOP

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RESOLUTE

PRSA TULSA'S 2026 SILVER LINK AWARDS

Join us for the 48th annual Silver Link Awards as we celebrate the best Public Relations and Communications work across northeast Oklahoma, as well as honor PR professionals for their remarkable contributions to our industry and our community. We will also celebrate an exciting milestone: the PRSA Tulsa chapter's 60th anniversary.

ENTRY REQUIREMENTS

You do not need to be a member of PRSA to enter. All projects must have been produced between April 1, 2025, and March 31, 2026, and have not previously been entered in any Silver Link competition. Enter as many projects as you like.

Entries are divided into two categories: Campaigns and Tactics. Campaign entries are multi-faceted, large-scale projects and consist of multiple tactics. Tactic entries are smaller and more focused. Because a campaign is made up of various tactics, an entire project may be submitted as a campaign, and individual elements may also be submitted as tactics.

Example: You created a year-long campaign for your organization's 100th anniversary. Some of the elements included a redesigned website, media relations, and an event. You could submit a campaign entry for the entire project and also submit three tactics entries: digital, media relations, and special event.

*Entry submissions will be accepted until **Monday, June 1, at 11:59 p.m.***

INSTRUCTIONS

Entries will be submitted online using Jotform. The link to submit your entries can be found at prsatulsa.com/silverlink. You can submit and pay for up to 5 entries at a time, as long as the entrant and organization information are the same for each.

For each submission, complete:

- Online Entry Form
- PowerPoint template (provided) which includes a written description and supplemental materials demonstrating use of and expertise in the four stages of PR — Research, Planning, Implementation, and Evaluation/Results. See below for specific judging criteria to assist you in what to include for the judges.

PAYMENT METHOD & COST DETAILS

PAYMENT

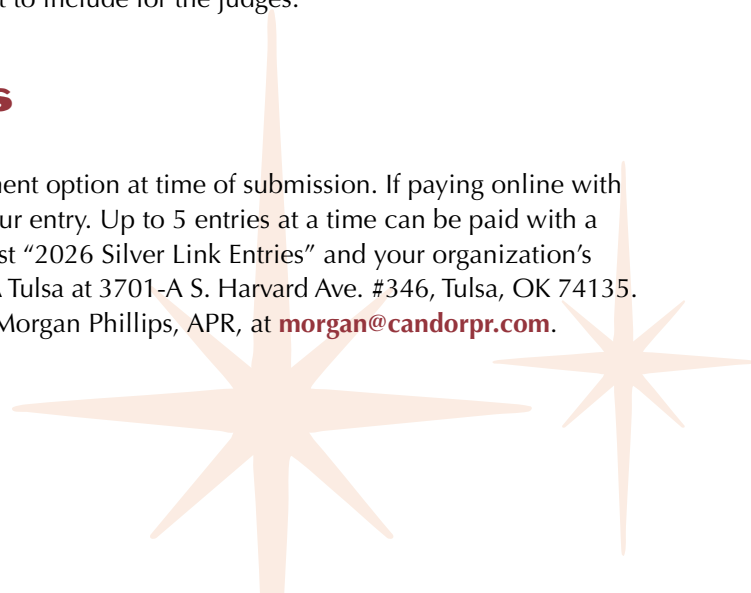
Payment can be made online or via check. Select your payment option at time of submission. If paying online with a card, you can do so through the Jotform used to submit your entry. Up to 5 entries at a time can be paid with a single payment. If paying by check for your entries, please list "2026 Silver Link Entries" and your organization's name, if applicable, in the memo and mail the check to PRSA Tulsa at 3701-A S. Harvard Ave. #346, Tulsa, OK 74135. For questions about payment, contact PRSA Tulsa Treasurer Morgan Phillips, APR, at morgan@candorpr.com.

ENTRY COST

PRSA Tulsa Member: \$65

Non-Member: \$80

Student: \$50



JUDGING

Entries will be judged by APRs and PRSA National Fellows within our chapter and/or the Southwest District.

As one of the largest and strongest chapters in the country, we have a larger judging pool with similar RPIE expectations and experience, leading to more consistent scores, therefore providing better data integrity to our entrants. This is extremely important to our committee.

In addition, with the mindset of helping our entire chapter become even stronger, these professionals will also be able to provide entrants with high-level, strategic feedback so you can continue to grow and learn as a professional.

Each of these accredited, well-respected professionals abides by the PRSA Code of Ethics and will recuse themselves if there is any conflict of interest or bias, such as previously working for the organization, having a friendship with the entrant, etc.

ALL ENTRIES ARE JUDGED ON A 100-POINT SCALE IN THE FOLLOWING CATEGORIES:

RESEARCH (UP TO 25 POINTS)

- Strategy and intent of research (What did you hope to find out?)
- Primary or secondary research, such as surveys or focus groups conducted, interviews with stakeholders, previous year's data, reviews of similar projects, etc.
- Overview of relevant findings and key takeaways from research

PLANNING (UP TO 25 POINTS)

- The communications plan, with goals and objectives based on research findings, and strategy and tactics align with goals
- A process or baseline for evaluating results
- Budget

IMPLEMENTATION (UP TO 25 POINTS)

- Work samples
- Supporting tactics align with goals and objectives
- Quality
- Creativity

EVALUATION/RESULTS (UP TO 25 POINTS)

- Efforts were taken to identify, analyze, and quantify results
- Results correlate with research findings and objectives
- Success or lack thereof is identified
- ROI, if applicable

Entries scoring 85-100 points will receive a Silver Link.

Entries scoring 70-84 points will receive an Award of Merit.

Entries are only scored against criteria, not against other entries within the category, so there may be multiple winners in each category.

Winners will be notified by or in August 2026.

SAVE THE DATE

This year's Silver Link Awards Banquet will be held at the Discovery Lab Riverside Rooftop (3213 Riverside Drive) from 6-9 p.m. on **Thursday, October 8, 2026**. We look forward to seeing you there!

SPECIAL AWARDS

PROFESSIONAL OF THE YEAR

The Tulsa Chapter's most prestigious award recognizes a PRSA member's outstanding career. The recipient reflects the highest principles and qualities of PRSA and has earned the respect of peers for dedication, talent and service. To nominate a colleague, go to prsatulsa.com/silverlink. For questions, contact last year's recipient, Amanda Flaherty, APR, at aflaherty@ttcucare.org.

RISING STAR OF THE YEAR

The Tulsa Chapter annually recognizes a member who, while early in their career, exemplifies strong talent and passion for communications, leadership skills, and dedication to PRSA. To nominate a colleague, go to prsatulsa.com/silverlink. For questions, contact last year's recipient, Lauren Rogers at lauren@langdonpublishing.com.

BEST IN SHOW AWARDS

The highly esteemed Best in Show awards will be presented to the best overall Campaign and best overall Tactic with the highest respective scores. In the event of a tie, the judges will decide which entry was the most effective and creative in achieving its goals and objectives.

SILVER LINK 101 ON-DEMAND

Is it your first time entering Silver Link, or do you want to improve your entries? An on-demand "Silver Link 101" tutorial is available at prsatulsa.com/silverlink. Previous Best In Show winners and Silver Link Committee members present their winning entries, explain the entry template, and share tips to improve your score.

SPONSORSHIP OPPORTUNITIES

Proceeds from the Silver Link Awards benefit PRSA Tulsa scholarships. We have a variety of sponsorship levels that we will actively promote leading up to the event. If you have any questions or are interested in a sponsorship, please contact Adam Paluka at palukaa@emsa.net.

QUESTIONS? — Contact the 2026 Silver Link Co-Chairs

- Beth Godfrey • beth.godfrey@heart.org • 918-520-2729
- Sydni Hasbrouck • sydni@resolutepr.com • 918-804-4540

CAMPAIGNS

Campaign entries are multi-faceted, large-scale projects and are made up of multiple tactics. All entries should demonstrate the four stages of PR — Research, Planning, Implementation, and Evaluation/Results.

1. **COMMUNITY RELATIONS** — To win the cooperation of and improve relations with communities in which the sponsoring organization has an interest, need, or opportunity.
2. **CRISIS COMMUNICATION** — To prepare for, mitigate, or remediate disasters, crises, or emergencies. If the plan has not been used in a crisis, discuss how it was rehearsed, reviewed, and improved for future implementation.
3. **INTERNAL RELATIONS** — To communicate with employees to encourage interaction and response from all internal audiences.
4. **MARKETING** — To promote new or established products, services, or ideas to customers or clients.
5. **PUBLIC AFFAIRS** — To affect legislation, government regulation, political activities, or candidacies at the local, state, or federal level.
6. **PUBLIC RELATIONS** — To develop or improve an organization’s goodwill, identity, or relations with its internal or external publics.
7. **STUDENT CAMPAIGN** — A student or a group of students may submit entries for any of the campaign categories listed above.

TACTICS

Tactic entries are smaller and more focused. All entries should demonstrate the four stages of PR — Research, Planning, Implementation, and Evaluation/Results.

1. **AUDIOVISUAL** — Videography or photography used as a public relations tool.
2. **BEFORE & AFTER** — This category awards PR professionals who transform a piece from how they originally received it. Show improvement in overall appearance and content.
3. **BRANDING** — To create or significantly change an organization’s visual brand identity.
4. **CREATIVE COLLATERAL** — A graphic-focused print or electronic piece such as a brochure, annual report, magazine, invitation, direct mail, newsletter, email, or other graphic piece. This category will be judged on content and design. For a newsletter, submit three issues produced within the Silver Link project timeframe.
5. **DIGITAL** — Websites (internet and intranet), social media, blogs, mobile apps, online training programs, webcasts, podcasts, and other content for a digital media channel.
6. **MEDIA RELATIONS** — Submit the pitch (news release, media advisory, pitch letter, media kit, or request for coverage), evidence of a media event or press conference if held, as well as the resulting media coverage.
7. **SPECIAL EVENT** — A fundraiser, grand opening, anniversary, new installation, observation of a national or local celebration, or other special event.
8. **ARTIFICIAL INTELLIGENCE** — A communications piece (audiovisual, creative collateral, digital, or written content, etc.) created with the assistance of AI technology.
9. **STUDENT CAMPAIGN** — A student or a group of students may submit entries for any of the tactics categories listed above.



Graphic design for Silver Link Awards provided by Andy Moore. For design inquiries, please email amooregraphics@gmail.com

