

2008 Medallion Online Entry

tutorial



Montgomery, Ala.

Renaissance Montgomery
Hotel & Spa
at the Convention Center

www.prcaonline.com

What's Inside...

How to Use the Online Entry System 2

Seven steps that will walk you through the bases of entering your project into the 2008 Medallion Awards

Rules of the Game 4

Categories and Criteria for your projects, as well as the judging procedures used in the process.

www.prcaonline.com

Important Stuff You Need to Know NOW.

Beginning in 2007, the Public Relations Council of Alabama made it easier to enter your public relations programs and projects in the Annual Medallion Awards through an online entry system. This system allows you to not only enter your programs and projects, but to also manage your entries and pay for your submissions and for your duplicate awards after the ceremony.

This revised tutorial will give you all the information you need to know about the online submission system, as well as the Annual Medallion Awards rules and regulations. **Remember: You must follow the rules and regulations precisely to be considered for an award.** But, the members of the Montgomery Conference Committee are always available should you have questions. Good luck!

- ◆ Your entries for the PRCA Medallions must have appeared (published, printed, presented, etc.) between **July 1, 2007** and **June 30, 2008**.
- ◆ Medallion entries are **\$45 per entry**, or **\$40 per entry if you are submitting three or more entries**.
- ◆ Duplicate awards may be ordered and paid for through the online entry system for a short time following the awards ceremony in October. Duplicate awards for Medallions and Awards of Excellence are **\$50**.
- ◆ The deadline for to accept your award entries is **Friday, Aug. 1**.
- ◆ Once you complete your online award submission, this only puts you into our database. **You must still MAIL your official award submission to the address provided on the Web site.**
- ◆ Please review the section on "How to Use the Online System" very carefully. If you entered the Medallion Awards last year, your entry account was not saved, and you must re-enter your information.
- ◆ When you register for the 2008 PRCA Annual Conference, and you would also like to enter the 2008 Medallion Awards, you will be using PayPal. Of course, we will be accepting checks for payment, too.

Now, let's get started with the other things you need to know about the 2008 Medallion Awards Program...

2008 Medallion Online Entry

tutorial

How to Use the Online Entry System...

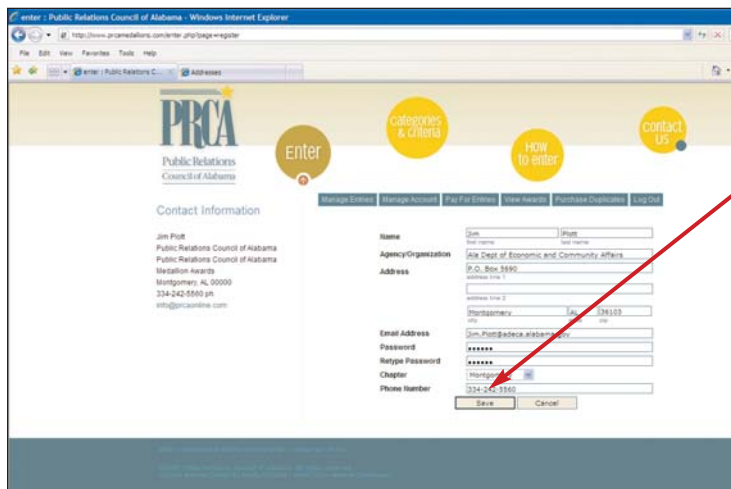
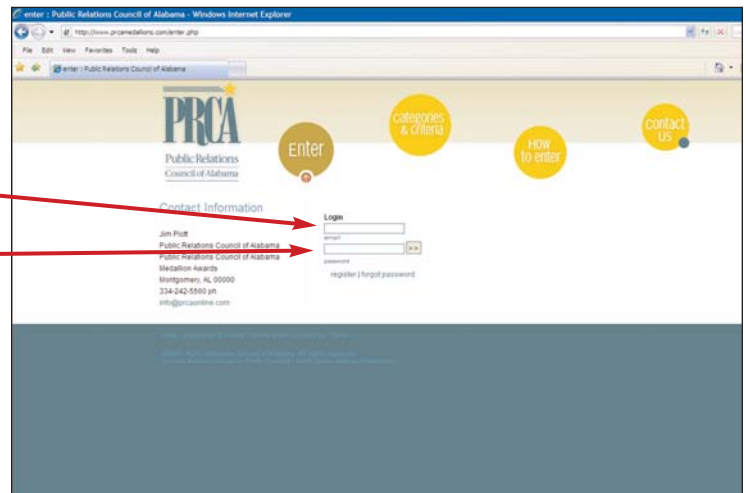
This step-by-step guide for entering your awards using the Online Entry System should make entering your awards a home run! **REMEMBER:** You must pay for three or more awards at one time to receive the multiple-entry discount (\$45 per entry/\$40 per entry for three or more).

Step 1: Prepare to Enter

- ◆ Review the categories and criteria listed in this tutorial.
- ◆ Note the category number and title for each of your entries, provided you are entering more than one project.
- ◆ Note the parameters (Research, Planning, Implementation, Evaluation) and restrictions (word limits).
- ◆ Prepare and submit your entries.

Step 2: Register and Login

- ◆ Log on to www.prcamedallions.com.
- ◆ Create your username. (Use your e-mail address)
- ◆ Create your password. (Something just for you)



Step 3: Create and Manage Your Account

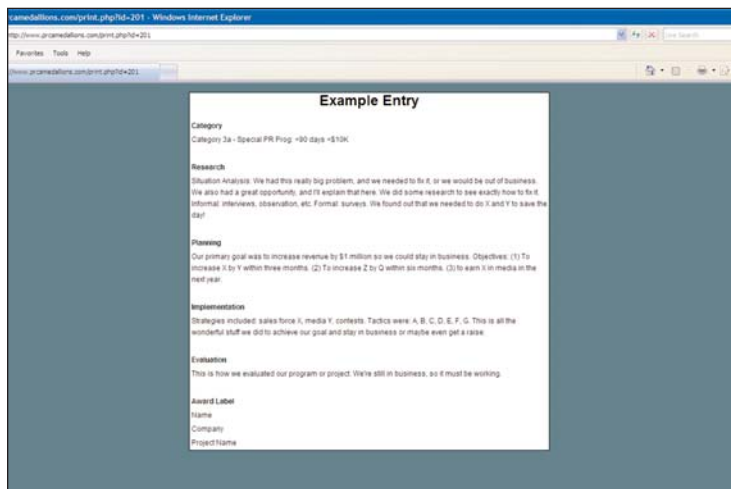
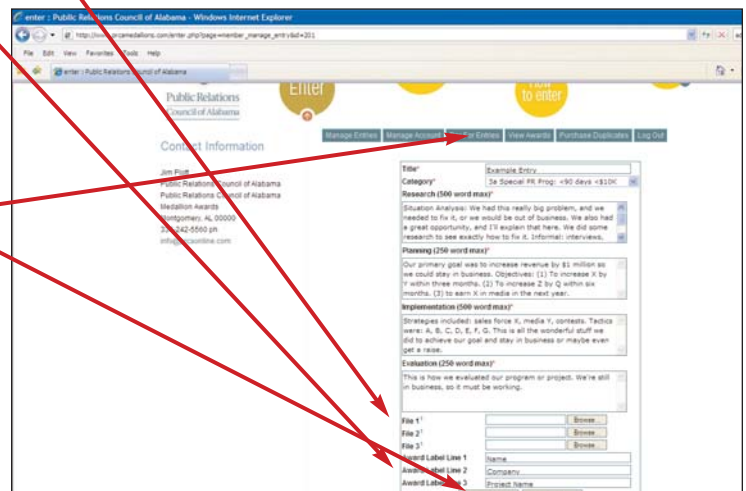
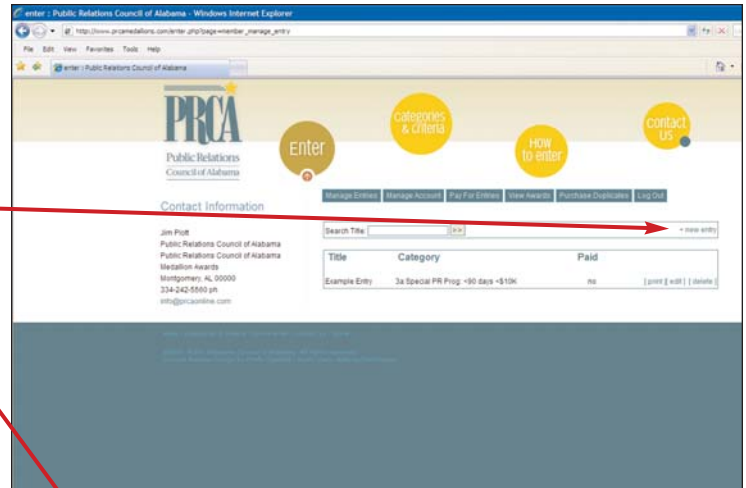
- ◆ Fill in all fields.
- ◆ **REMEMBER:** Click [Save].

2008 Medallion Online Entry

tutorial

Step 4: Manage Your Entries

- ◆ You can search your entries, edit, delete or print the Project Profile Sheet for the entry from this screen.
- ◆ Click [+ new entry] to add new entries.
- ◆ Fill in an entry form for each entry.
- ◆ Upload up to three graphics to represent the entry. **YOUR ENTRY IS NOT YET COMPLETE! IT MUST STILL BE PRINTED AND MAILED.**
- ◆ Fill in three lines of text that will appear on the award if the entry is selected. **Be sure to review what you type in here because this is what will be on your award.**
- ◆ **REMEMBER:** Click [Save].
- ◆ Once all entries are entered, proceed to checkout by clicking [Pay for Entries] to choose credit card or check.
- ◆ You will receive a confirmation e-mail when complete.



Step 5: Print Your Project Profile Sheet

- ◆ Click [Print] to the right of your entry on the Manage Entries page.
- ◆ **Review it thoroughly.** Check for spelling errors and other mistakes. If you must repair your entry, return to Manage Entries and select [Edit] to make changes.
- ◆ Print your Project Profile Sheet and insert it as the first page of your entry binder. **REMEMBER: THE PROJECT PROFILE SHEET MUST BE THE FIRST PAGE OF YOUR ENTRY BINDER.**

2008 Medallion Online Entry

tutorial

Step 6: Mail Your Entry

- ◆ As per specifications listed here in the tutorial and on the Web site, mail entries to the competition coordinator. See the "Ship To" address on the Welcome page of the Web site for more information.

Step 7: Order Duplicate Awards

- ◆ If your entry wins an award, you may return to the site and click [Purchase Duplicates] to order additional awards. Be sure to review what you type in because that is what will appear on the duplicate(s).
- ◆ If you are paying by check, once your check has been received, your entry will be marked as paid online. Please allow 5-7 days for payment to be verified when paying by check through the U.S. Mail.

Rules of the Game...

ENTRY ELIGIBILITY:

Entries must have been produced between **July 1, 2007** and **June 30, 2008**.

Deadline for entering: **Aug. 1, 2008**.

ENTRY FEES:

Medallions Awards: \$45 per entry; \$40 per entry if submitting three or more entries.

Duplicate Awards: Medallions and Awards of Excellence duplicate awards are **\$50** each.

CATEGORIES AND CRITERIA

Categories

I. Public Relations Programs / Reputation Management

- I. Total Public Relations Program:
A total or overall public relations program developed and implemented for an organization

that includes all components of its communication effort.

- a. Budget under \$10,000
- b. Budget of \$10,000 - \$25,000
- c. Budget of \$25,000 or more

2. Special Public Relations Program (Long Term – 90 days or longer):
Long-term program developed for a specific or one-time purpose.

- a. Budget under \$10,000
- b. Budget of \$10,000 - \$25,000
- c. Budget of \$25,000 or more

3. Special Public Relations Program (Short Term – Less than 90 days):
Short-term program developed for a specific or one-time purpose.

- a. Budget under \$10,000
- b. Budget of \$10,000 - \$25,000
- c. Budget of \$25,000 or more

4. Community Relations Program:
Programs that seek to improve relations with or seek the support of individuals or organizations in communities where the organization has an interest.

- a. Long term (90 days or longer)
- b. Short term (Less than 90 days)

5. Public Service Program:
Programs that seek to advance public understanding of societal issues, problems or concerns – i.e. Risk Communication (ex. childhood obesity abatement, public safety and security)

- a. Long term (90 days or longer)
- b. Short term (Less than 90 days)

2008 Medallion Online Entry

tutorial

6. Public Affairs Program: Programs designed to influence national, state or local public policy and/or affect legislation, regulations, political activities or candidacies.
 - a. Long term (90 days or longer)
 - b. Short term (Less than 90 days)
7. Internal Communication Program: Programs designed specifically for internal audiences.
 - a. Long term (90 days or longer)
 - b. Short term (Less than 90 days)
8. Reputation/Brand Management: Organization-wide programs designed to build or enhance the overall reputation, integrity or perceived value of an organization.
 - a. Issues Management (issue identification, analysis, change strategy, programming, evaluation)
 - b. Crisis Planning (plans developed in advance of crisis situations)
 - c. Crisis Communication (organizational activities, plan implementation during crisis situations)
 - d. Integrated Marketing Communication Programs (developed to support specific organizational products or services and designed to directly influence sales)
 - e. Reputation Maintenance Programs (ex. corporate philanthropy, boundary-spanning activities, etc.)
 - f. Other
9. Special Events
 - a. Budget under \$20,000
 - b. Budget of \$20,000 or more
10. Research: This category is for primary research conducted or contracted by the member. Entries should include a sample of the instrument and document the purpose for implementing the research, the methodology used, the results of the research and an outline of the decisions made from and/or program structured around the research results.
 - a. Qualitative
 - b. Quantitative
 - c. Total research program
11. Measurement: How do you prove the value of your efforts? Ex. media clipping program, attendance, impressions, return on investment (ROI), advertising equivalence (AVE), etc. Entries in this category should explain how the measurement innovation directly related to organizational goals and/or objectives and briefly discuss the methodology for data collection.
 - II. **Public Relations Projects / Tactical Elements**
12. Annual Report
 - a. Budget under \$5,000
 - b. Budget of \$5,000 - \$10,000
 - c. Budget of \$10,000 or more
13. Publications Must be published at least semi-annually, with the exception of newsletters, which must be published three or more times annually.
 - a. Internal magazine
 - b. External magazine
 - c. Internal newsletter
 - d. External newsletter
 - e. Newspapers/Tabloids
 - f. Regular electronic publications
 - g. Other regularly produced publications
14. Special Purpose Publications Programs, invitations, reports in connection with special events or other single-issue publications.
 - a. Invitations
 - b. Programs
 - c. Other single-issue publications
15. Direct Mail Single- or multiple-piece projects with internal or external circulation including response vehicles. Include printouts for entries in the electronic sub-category.
 - a. Print
 - b. Electronic
16. Promotional Brochure or Folder
 - a. Brochure/folder budget under \$5,000
 - b. Brochure/folder budget of \$5,000 – \$10,000
 - c. Brochure / folder budget of \$10,000 or more

2008 Medallion Online Entry

tutorial

17. Organizational Identity

- a. Logo design
- b. Letterhead or business cards
- c. Signage
- d. Promotional products
- e. Institutional/Image advertising
- f. Identity Standards Manual
- a. Internal audio
- b. External audio
- c. Internal video
- d. External video
- e. PSA audio
- f. PSA video
- g. Podcast

18. Media/Press Kit

- a. Print
- b. Broadcast
- c. Online

19. Writing for Public Relations

Entries must be original work written for public relations functions. If there is no byline in published work written or contracted by the member (ex. news release), submit both the release and the final story.

- a. Opinion/Editorial
- b. Feature story
- c. Speech
- d. News release
- e. Public Relations or Marketing Plan
- f. Proposal/Grant
- g. Other

20. Broadcast Production Audio or video produced and distributed internally, to mass media or through online media; may be a program, video news release (VNR), internal/external audio or video, or public service announcement (PSA). Submit entries on CD or DVD.

21. Web Site Development Submit Web site address and printed pages from Web site.

- a. Internet
- b. Intranet

22. Interactive Media

- a. CD or DVD
- b. Weblog
- c. Online press room
- d. Other interactive media

23. Presentations (Slide/PowerPoint)

Submit slide/PowerPoint on CD or DVD. Must also submit printed pages.

24. Images

- a. Photography, black and white
- b. Photography, color
- c. Illustration

25. Potpourri Any public relations tactic or item not otherwise represented in the above categories.

III. **Judging Criteria and Procedures**

The Public Relations Council of Alabama, in conjunction with its regional organization, Southern Public Relations Federation, established the following criteria and procedures for which the awards programs are based.

Judging Criteria

For each entry:

1. Follow entry guidelines and meet eligibility criteria precisely.
2. NO designs or markings, other than category number and title, on binder exterior.
3. First page inside the binder must be the Project Profile Sheet, which is generated by the online entry system, and should include:
 - A) Research / Situation Analysis: Summarize the situation and/or provide information gathered through formal or informal research methods;
 - B) Planning: State the objectives, qualitative and/or quantitative, which this program or tool was designed to achieve;
 - C) Implementation: Outline steps used to achieve the stated objectives; identify the member's specific role in the project; and
 - D) Evaluation: Explain how the success of the program or tool was measured. Report how well it achieved its objective. Include a budget or financial outlay, or if this is

2008 Medallion Online Entry

tutorial

- a pro bono project, give a value for the hours donated, etc.
4. Will be judged based on its own merit.
 5. Will only be compared to other entries when being considered for a *Best of Show* or *Judges' Award*. Entries should not be compared against each other and awarded as first, second and third place in each category.
 6. Will receive judges' feedback.
 7. Will be judged based on the factual material and documentation presented.
 8. Should be included in a **three-ring, up-to-two-inch binder**, and include a **reasonable amount of samples or supporting materials** that are referred to in the corresponding entry summary. Entries **SHOULD NOT** include everything (i.e. excessive working documents) associated with the production of the entry.
 9. For Web-related categories should include no more than 10 images/pages as support material and the live URL.
 10. For other audio or video categories, entries should be submitted on a DVD and edited to no more than five minutes.
 11. Must be entered in the appropriate category. Judges or the awards committee may choose to accept and reclassify an entry submitted in an inappropriate category, **OR** they may disqualify the inappropriately classified entry based solely upon the judges' discretion.

About Us...

Questions about the 2008 Medallions Awards Competition? Please contact Jim Plott, 2008 Medallion Awards Competition Chair, at (334) 242-5560 or by e-mail at jim.plott@adeca.alabama.gov.

Questions about the 2008 PRCA Annual Conference? Please contact Lori Quiller, 2008 Conference Chair and Montgomery Chapter President, at (334) 263-7594 or by e-mail at lquiller@acca-online.org.

The Public Relations Council of Alabama (PRCA) is the state's longest operating and largest group of public relations practitioners. The organization exists to further the professional and networking interests of today's public relations and communication professionals in private, public and nonprofit businesses and organizations.

The Public Relations Council of Alabama was formed by a group of Birmingham PR practitioners who saw the need for regular networking with their peers. Though the date of the first meeting is uncertain, various accounts put it sometime between 1953 and 1956. The group is now formally organized and incorporated with almost 500 members in six Alabama chapters – Birmingham, East Alabama (in Auburn), Mobile, Montgomery, North Alabama (in Huntsville) and West Alabama (in Tuscaloosa).

Along with networking, PRCA offers career development opportunities, mentors college students and works to improve the professionalism of public relations practice through its accreditation program. PRCA is a part of the Southern Public Relations Federation (SPRF). SPRF is a network of public relations professionals from Alabama, North Florida, Louisiana and Mississippi who share a common interest in the public relations profession. Membership in the Federation is automatic for members of the Public Relations Council of Alabama (PRCA), the Emerald Coast Public Relations Organization (ECPRO), the Public Relations Association of Louisiana (PRAL) and the Public Relations Association of Mississippi (PRAM).