

2010 PRISM Online Entry

tutorial

Deadline for Entries: Entries **MUST** be *physically received* by Meagan Coughlin by February 25 by 5 p.m.

To begin the online process, visit pramprisms.org and follow the seven easy steps in the online entry system.

Top Ten Tips from Judges

The judges from the SPRF Lantern Awards offered the following suggestions for creating award-winning entries:

10. Proofread entry for grammar, spelling, and punctuation.
9. Describe your organization and your project in your research and planning sections. Don't assume judges are familiar with them.
8. Demonstrate the public relations programming or strategy used for your project. Show how you followed a recognized PR process, such as RACE (research, analysis for action, communication implementation, evaluation) or ROPES (research, objectives, programming, evaluation, stewardship) for non-profits.
7. Include enough information for the judges to score your entry adequately. If you don't tell them about your research or planning, they cannot give you any points for those criteria. Remember, low-scoring entries do not receive awards.
6. Identify target audiences and key messages clearly and explain why you chose them.
5. Specify budget and timeline. If you cannot include the actual monetary amount, include the number of hours spent on the project.
4. State goals and measurable objectives. Good objectives express desired results in the terms of either impact or output and go beyond the intangible.
3. If your project is a continuation of a multi-year campaign or ongoing effort, explain why it is ongoing or how you've used results from prior years to improve your current efforts.
2. Describe your entry fully in the project summary. Entries are judged on the factual material and documentation presented.

And the #1 Tip offered by the SPRF Lantern Judges:

1. Describe your tactics completely in the project summary. Materials in the binder are meant to support the summary, not replace it. Judges assign tentative scores during their advance review of the project summary.