



— FORTY  YEARS —
SILVERLINK
— PRSA TULSA —

CALL FOR ENTRIES
2018 SILVER LINK AWARDS





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— PRSA TULSA —

SAVE THE DATE
for the
2018 SILVER LINK AWARDS BANQUET

Thursday, September 13, 2018

Crystal Ballroom — Mayo Hotel

6PM Cocktail Hour • 7PM Dinner & Program

Presented by



BlueCross BlueShield
of Oklahoma



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Businesses

2018 SILVER LINK AWARDS

This year marks the 40th anniversary of PRSA Tulsa's Silver Link Awards! Please join us as we celebrate this landmark year and recognize exemplary public relations achievements in various categories, as well as honor public relations professionals for outstanding contributions to the profession.

ENTRY REQUIREMENTS

You do not need to be a member of PRSA to enter. All projects must have been produced between April 1, 2017 and March 31, 2018, and have not previously been entered in a 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 are made up 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.

For 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.

INSTRUCTIONS

Entries will be submitted and judged using an online awards management system called Judgify. The link to submit your entries can be found at prsatulsa.com/silverlink. For each submission, complete:

- Online Entry Form**
- Summary** (1-2 pages, 10-point minimum font) divided into the four stages of PR—Research, Planning, Implementation, and Evaluation/Results.
- Supplemental Materials** demonstrating use of and expertise in all four stages. See below for specific judging criteria to assist you in what to include to support your work to the judges.

JUDGING

2018 entries will be judged by the PRSA Inland Empire chapter in California. Each Silver Link entrant will receive at least two constructive critiques from the judges, one being a current APR.

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
- **PLANNING (Up to 25 Points)**
 - Goals and objectives based on research findings
 - Strategy and tactics determined based on goals
 - Budget
- **IMPLEMENTATION (Up to 25 Points)**
 - Communication Plan / Outline based on chosen strategy and tactics
 - Work Samples
 - Quality
 - Creativity
- **EVALUATION/RESULTS (Up to 25 Points)**
 - Data-driven outcomes
 - Successfulness at achieving goals and objectives (If so, why or why not?)
 - 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 at the beginning of August.

ENTRY DEADLINE & COST

Dates listed are final deadlines. There are no deadline extensions. Entries submitted after the deadline will be disqualified. Submit by the Early Bird Deadline to receive a discounted entry fee.

EARLY BIRD DEADLINE	Sunday, June 10, 2018 • 11:59 P.M. PRSA members \$40 per entry • Non-members \$50 per entry
FINAL DEADLINE	Sunday, June 24, 2018 • 11:59 P.M. PRSA members \$60 per entry • Non-members \$70 per entry

PAYMENT

Payment can be made online or via check. Select your payment option at time of submission. Invoices for check payments are automatically generated through Judgify. Multiple entries can be paid with a single payment.

SPECIAL AWARDS

PROFESSIONAL OF THE YEAR

The Tulsa Chapter's most prestigious award recognizes a PRSA member's outstanding public relations 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, contact last year's recipient, Brent Ortolani, at bortolani@tauw.org.

MONTEZ TJADEN YOUNG PROFESSIONAL OF THE YEAR

The Tulsa Chapter annually recognizes a member who, while early in his or her career, exemplifies strong talent and passion for communications, leadership skills, and dedication to PRSA. To nominate a colleague, contact last year's recipient, Amanda Murphy, at amandamurphy@ou.edu.

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 judging chapter will decide which entry was the most effective and creative in achieving its goals and objectives.

SPONSORSHIP OPPORTUNITIES

Sponsorship opportunities are available for this year's 40th anniversary Silver Link Awards Banquet. For more information, please contact: Amanda Murphy, 2018 Silver Link Sponsorship Chair  918.406.5570  amandamurphy@ou.edu  www.prsatulsa.com/silverlink

QUESTIONS?

Carissa Bratschun, 2018 Silver Link Chair  573.823.5989  cbratschun@dvis.org  www.prsatulsa.com/silverlink

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.

TACTICS

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

7. **AUDIOVISUAL**—Videography or photography used as a public relations tool.
8. **BEFORE & AFTER**—This category awards PR professionals who transform a piece from how they originally received it. Show improvement in overall appearance and content.
9. **BRANDING**—To create or significantly change an organization's visual brand identity.
10. **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.
11. **DIGITAL**—Websites (internet and intranet), social media, blogs, mobile apps, online training programs, webcasts, podcasts, and other content for a digital media channel.
12. **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.
13. **SPECIAL EVENT**—A fundraiser, grand opening, anniversary, new installation, observation of a national or local celebration, or other special event.
14. **WRITING**—A feature, speech, editorial, advertorial, or newswriting piece. Submit the original writing and proof of publication.

QUESTIONS?

If you have any questions, please contact Erin Holland at erin.holland@oneok.com. See FAQs at prsatulsa.com/silverlink.

Design services for the 40th Anniversary Silver Link Awards provided by Byers Creative.



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