

Awards and Judging Criteria

- One PRism Award and one Award of Excellence will be presented in each category for both profit and nonprofit entries. "Nonprofit" status is based on the organization for which the project was executed.
- A Best of Show Award will be selected from the entries receiving PRism Awards.
- Qualified members of another local PRSA Chapter will evaluate Central Ohio PRSA entries. The judges will not designate a winner in a category if they believe no entry meets the criteria of excellence.
- Awards will be presented at the PRism Awards luncheon Tuesday, April 24, 2012. Invitations will be mailed separately.

Entry Preparation

Step 1: Entry Form

- Complete one Master Entry Form.
- Complete a PRism Entry Form for each entry and attach to inside cover of each submission.

Step 2: Preparing Each Entry

- Place each entry in either of the two options below:
 - Hardcover, three-ring binder no more than three inches thick; or
 - Large, resealable envelope.
- Clearly label each binder or envelope with the entry title, company and category name/number.
- Place any support materials relevant to the entry such as photographs, scripts, news releases, clippings, etc. inside the binder or envelope. Please ensure that all support materials are securely attached to your entry.
- Videos must be submitted on CD, DVD or flash drive, clearly labeled and securely attached inside the binder or envelope. Multifaceted Campaign videos should not exceed five minutes and Single Item entries should not exceed 10 minutes.
- Entries will only be available for return at the PRism Awards luncheon on April 24, 2012.
- Entries are shipped across the country for judging and items will become detached and lost if not securely attached to your entry.

Step 3: Submitting Entries (*Note payment option changes)

- Make checks payable to Central Ohio PRSA. Entry fees are non-refundable; or
- Submit payment online at www.prsacentralohio.org, print your receipt and include it in your binder/envelope with your entry.*

Early deadline:

Wednesday, February 22, 2012, at 5 p.m.
(\$55 member / \$75 non-member)

Standard deadline:

Wednesday, February 29, 2012, at 5 p.m.
(\$65 member / \$85 non-member)

Entries received after 5 p.m. Wednesday, February 29, will not be judged.

- Mail or deliver entry forms, binders/envelopes and fees by the selected deadline to:
2012 PRism Awards, c/o Alisha Wilkes
The ADAMH Board of Franklin County, 447 East Broad Street, Columbus, OH 43215
614-222-3767, awilkes@adamh.co.franklin.oh.us