

Get Recognized: How to Enter the 2015 SPRF Lantern Awards



Get Recognized:

How to Enter the 2015 SPRF Lantern Awards

Presenters:



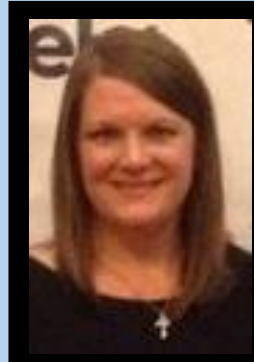
Tara Burcham

USM College of Science
And Technology
Coordinator, PR



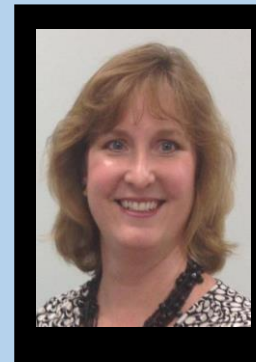
Lorri Freeman, APR

Singing River Electric
Manager, PR



Amanda Parker

Singing River Electric
Specialist, PR



Kristie Aylett, APR, Fellow PRSA

The KARD Group PR/Marketing
Agency Principal

Login Page

<https://sprf.secure-platform.com/a>

Returning User

OR...

Creating an Account

SPRF | AWARD PROGRAMS
Excellence in Public Relations

SPRF Lanterns PRAM Prisms PRCA Medallions

HOME ABOUT US CONTACT US CATEGORIES CRITERIA HOW TO ENTER WHY ENTER?

Login to Complete an Entry or to Access Judging Panel

Email Address *

Password * [lost password?](#)

☐ remember me

If you haven't signed up already, please [Click Here](#) to create a profile, and submit an entry.

The Southern Public Relations Federation 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 \(PRAM\)](#).

Lantern Award Entry Submission:

Returning Visitors:
Use left login.

First time logging in?
Do NOT click on the LEFT login.
Click **BELOW** to create your account.

Follow the link below to enter the 2015 Lantern Awards competition:

- [Click here to enter if you are using this site for the first time.](#)

If you are new to this awards site, click on the link above to create an account and view the award entry system.

If you already have an account, simply log in on the left side of this page with your email and password.

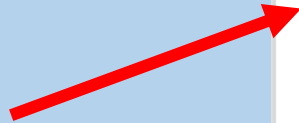
Have questions? Click [here](#) to contact the individual award program chairs.

For information on other award programs, click one of the links below:

- [SPRF Lantern Awards](#)
- [PRCA Medallion Awards](#)

Login Page

Creating an Account



SPRF | AWARD PROGRAMS
Excellence in Public Relations

SPRF LanternsPRAM PRismsPRCA Medallions

HOMEABOUT USCONTACT USCATEGORIESCRITERIAHOW TO ENTERWHY ENTER?

SPRF Award Programs
Check if we have your information on file.
To begin, enter your email address

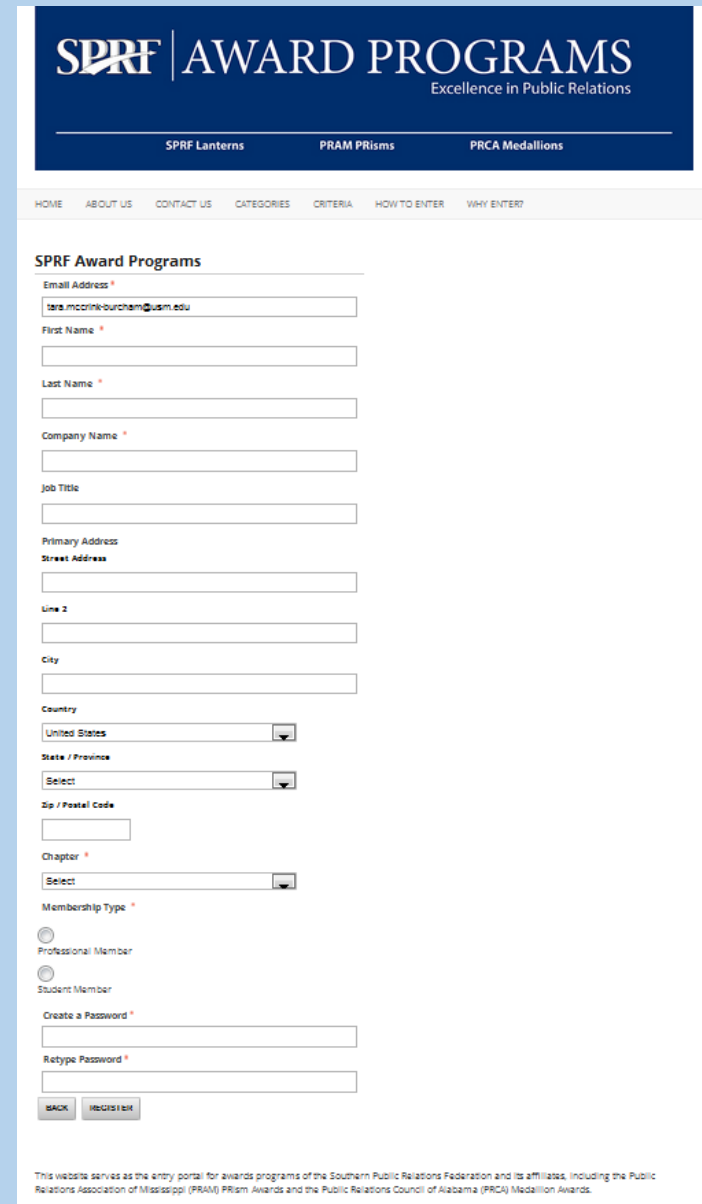
This website serves as the entry portal for awards programs of the Southern Public Relations Federation and its affiliates, including the Public Relations Association of Mississippi (PRAM) Prism Awards and the Public Relations Council of Alabama (PRCA) Medallion Awards.

Visit SPRF.org for more information.

OpenWater

Login Page

Creating an Account



SPRF | AWARD PROGRAMS
Excellence in Public Relations

SPRF Lanterns PRAM PRisms PRCA Medallions

HOME ABOUT US CONTACT US CATEGORIES CRITERIA HOW TO ENTER WHY ENTER?

SPRF Award Programs

Email Address *

First Name *

Last Name *

Company Name *

Job Title

Primary Address
Street Address

Line 2

City

Country

State / Province

Zip / Postal Code

Chapter *

Membership Type *
☐ Professional Member
☐ Student Member

Create a Password *

Retype Password *

This website serves as the entry portal for awards programs of the Southern Public Relations Federation and its affiliates, including the Public Relations Association of Mississippi (PRAM) Prism Awards and the Public Relations Council of Alabama (PRCA) Medallion Awards.

CREATING An Entry

Tip!

Review categories BEFORE creating your entry.

Select your category well before entering your information.

SPRF | AWARD PROGRAMS
Excellence in Public Relations

SPRF Lanterns PRAM Prisms PRCA Medallions

HOME ABOUT US CONTACT US CATEGORIES CRITERIA HOW TO ENTER WHY ENTER?

Welcome Tara Burcham

- Home
- My Entries
- My Profile
- Change Password
- Log Out

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Visit SPRF.org for more information.

If you haven't signed up already, please [Click Here](#) to create a profile, and submit an entry.

[Home](#) > [My Entries](#) > [Entry](#)

SPRF Award Programs

Entrant Information → [Entry Form](#) → [Presentation Materials](#)

First Name *
Tara

Last Name *
Burcham

Chapter *
PRAM Pine Belt

Membership Type *
☒ Professional Member
☐ Student Member

Select Your Awards Program
Please select "Public Relations Association of Mississippi" in this drop-down box. Then, you'll be prompted to select the appropriate Tier and Category for this entry.

Awards Program *
(select)

Entry Title *

SAVE AND NEXT

Creating An Entry

Program:
SPRF



SPRF | **AWARD PROGRAMS**
Excellence in Public Relations

SPRF LanternsPRAM PRismsPRCA Medallions

HOMEABOUT USCONTACT USCATEGORIESCRITERIAHOW TO ENTERWHY ENTER?

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[Home](#) > [My Entries](#) > [Entry](#)

SPRF Award Programs

Entrant Information → [Entry Form](#) → [Presentation Materials](#)

First Name *

Last Name *

Chapter *

Membership Type *

- ☒ Professional Member
- ☐ Student Member

Select Your Awards Program

Please select "Public Relations Association of Mississippi" in this drop-down box. Then, you'll be prompted to select the appropriate Tier and Category for this entry.

Awards Program *

(select)

- Public Relations Association of Mississippi
- Public Relations Council of Alabama
- Southern Public Relations Federation**

SAVE AND NEXT

Creating An Entry

Categories

Tip!

Do your best choosing a category. Use your best judgement and do not overthink it.

SPRF | AWARD PROGRAMS
Excellence in Public Relations

SPRF Lanterns PRAM Prisms PRCA Medallions

HOME ABOUT US CONTACT US CATEGORIES CRITERIA HOW TO ENTER WHY ENTER?

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- Log Out

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[Home](#) > [My Entries](#) > [Entry](#)

SPRF Award Programs

Entrant Information → [Entry Form](#) → [Presentation Materials](#)

First Name *
Tara

Last Name *
Burcham

Chapter *
PRAM Pine Belt

Membership Type *

- ☒ Professional Member
- ☐ Student Member

Select Your Awards Program

Please select "Public Relations Association of Mississippi" in this drop-down box. Then, you'll be prompted to select the appropriate Tier and Category for this entry.

Awards Program *

Southern Public Relations Federation

(select)

- (select)
- Student Entries
- Tier One: Long Term Strategic Programs (7 months or Longer)
- Tier Two: Short Term Strategic Plans (0-6 months)
- Tier Three: Tactical Materials/Projects

SAVE AND NEXT

Creating An Entry

Categories

Tip!

Do your best choosing a category. Use your best judgement and do not overthink it.

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[Home](#) > [My Entries](#) > [Entry](#)

SPRF Award Programs

Entrant Information → [Entry Form](#) → [Presentation Materials](#)

First Name *

Tara

Last Name *

Burcham

Chapter *

PRAM Pine Belt

Membership Type *

☒ Professional Member

☐ Student Member

Select Your Awards Program

Please select "Public Relations Association of Mississippi" in this drop-down box. Then, you'll be prompted to select the appropriate Tier and Category for this entry.

Awards Program *

Southern Public Relations Federation

Tier One: Long Term Strategic Programs (7 months or Longer)

(select)

(select)

PR Programs

Reputation and Brand Management Programs

Special Event Programs

Integrated Social Media Programs

Potpourri

SAVE AND NEXT

Creating An Entry

Categories Name Your Entry

Tip!

Do your best choosing a category. Use your best judgement and do not overthink it.

Welcome Tara Burcham

Home

My Entries

My Profile

Change Password

Log Out

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If you haven't signed up already, please [Click Here](#) to create a profile, and submit an entry.

[Home](#) > [My Entries](#) > [Entry](#)

SPRF Award Programs

[Entrant Information](#) → [Entry Form](#) → [Presentation Materials](#)

First Name *

Tara

Last Name *

Burcham

Chapter *

PRAM Pine Belt

Membership Type *

☒ Professional Member

☐ Student Member

Select Your Awards Program

Please select "Public Relations Association of Mississippi" in this drop-down box. Then, you'll be prompted to select the appropriate Tier and Category for this entry.

Awards Program *

Southern Public Relations Federation

Tier One: Long Term Strategic Programs (7 months or Longer)

PR Programs

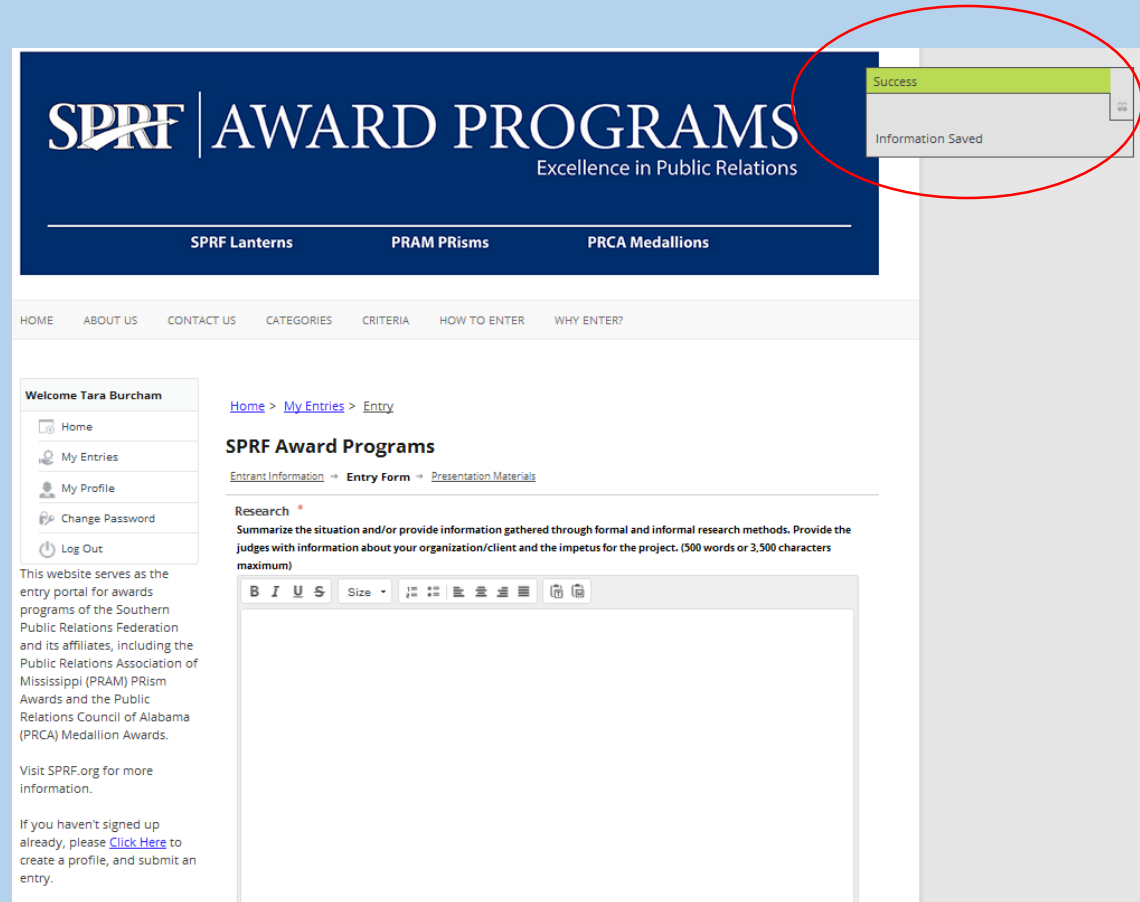
Employee/Internal Communication

Entry Title *

Name of Company - Annual Newsletter

SAVE AND NEXT

Notice when you hit NEXT... it automatically saves your information.



Enter RPIE info. Text part of your entry.

Research

Summarize the situation and/or provide information gathered through formal and informal research methods.
Provide the judges with information about your organization/client and the impetus for the project.

500 words or 3,500 characters maximum

Planning

Discuss the overall strategy and identify goals, objectives and key publics. How were the objectives specific, measurable and audience-specific?

250 words or 1,750 characters maximum

Implementation

Describe your work and discuss the tactics used to achieve the stated objectives. Include timeline and budget information. Demonstrate how your efforts were creative, exemplary or otherwise worthy of recognition.

500 words or 3,500 characters maximum

Evaluation

Identify research methods used to evaluate the success of the campaign/project during and after. Did the campaign/project achieved its objectives? If project had limitations, how were they overcome? Did the project stay within timeline and budget? If this was a pro bono project, give a value for the hours donated, etc.

250 words or 1,750 characters maximum

Word limits HAVE NOT CHANGED from previous years.

Tip!

Write your entry in Word first. Save, edit, use word count. Then copy into entry system.

New! Can use text formatting (bold, etc.).



UPLOAD

Supporting
documentation.
Limit 3 uploads.

**VIDEOS CANNOT BE
UPLOADED.**

You must LINK to a site
where the video is hosted.

Tip!

You must HIT save to be
SURE your uploads are
attached properly.

File Upload Instructions

Please upload supporting documentation and project materials for the judges' review. These materials supplement your project profile sheet. Each entry must include at least one file, but up to three files are allowed.

File Type Restrictions

Multiple file types are allowed. Please contact Award Chair with any issues.

File Upload *

No file selected.

File Upload

No file selected.

File Upload

No file selected.

Online Materials

Please provide the full of Web address (URL) of any online materials you'd like the judges to review.

Online Materials

PREV

SAVE AND NEXT

Presentation Image – Must be JPEG

Will be used for Awards Banquet PowerPoint if your entry is selected.
This is a VISUAL REPRESENTATION OF YOUR ENTRY.

Yes...

- Photo of the article. Screenshot.
- Group shot, if group worked on entry.
- Company/event logos. Staged photo of materials.
- Photo from event. Brochure cover

Not so much...

Headshot of yourself.

Goal...

SHOW others idea of your entry.

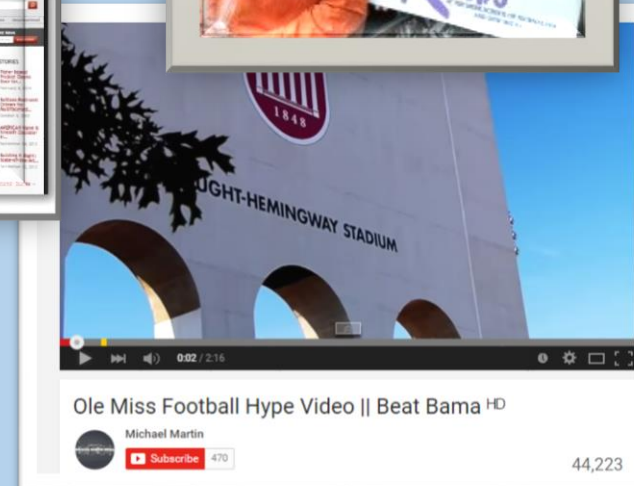
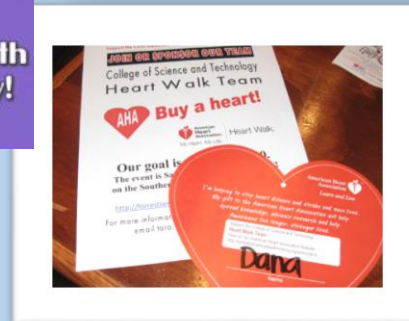
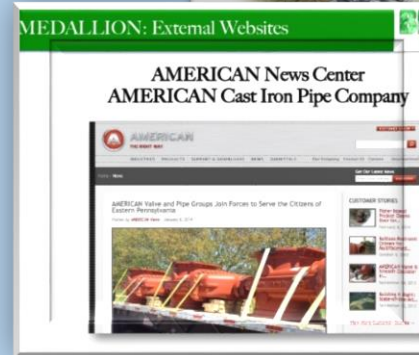
IMPORTANT

Name presentation image:

Presentation_EntryTitle_Entrant Name

Example:

Presentation_USMNewsletter_Burcham



Presentation Image File Name

IMPORTANT

FILE NAME:

Name presentation image:

Presentation_EntryTitle_Entrant Name

Example: Presentation_USMNewsletter_TaraBurcham

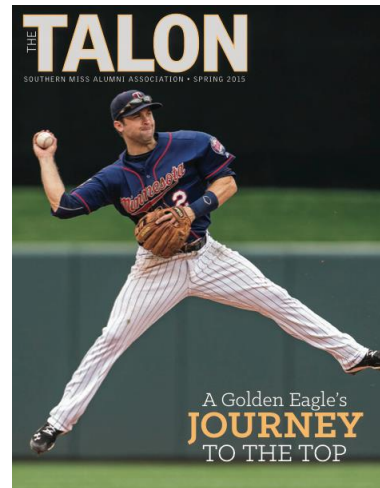
How to NAME your presentation image: (BELOW)

When uploading your presentation Image (below), please NAME the file: Presentation_Entry title_EntrantName. Example: Presentation_USMHeartWalk_Tara_Burcham

Presentation Image *

Upload an IMAGE that represents your entry for the Awards Banquet PowerPoint presentation. NAME the file Presentation_Entry title_EntrantName.

Presentation_USMNewsletter_TaraBurcham.jpg



This is a low-res preview. Click on the filename above to view the original.

PREV

SAVE

ADD TO CART

Review

Payment

Edits

[Home](#) > [Carts](#) > [SPRF Award Programs](#)

Review and Checkout

Title	Cost	Details	#	Action
Name of Company - Annual News...	50	Lantern Entry Fee	3136	Remove Copy Submission Make Changes

Total: \$50.00

[MAKE ANOTHER SUBMISSION](#) [PRINT ALL ENTRIES](#) [CHECKOUT](#)

IMPORTANT

Once you PAY you CANNOT EDIT your entry.

Review and Checkout

Title	Cost	De
Name of Company - Annual Newsl...	55	PR

Total: \$55.00

MAKE ANOTHER SUBMISSION

PRINT ALL ENTRIES

[Home](#) > [My Entries](#) > [Entry](#)

SPRF Award Programs

[Entrant Information](#) → [Entry Form](#) → [Presentation Materials](#)

First Name *

Tara

Last Name *

Burcham

Chapter *

PRAM Pine Belt

Membership Type *

- ☒ Professional Member
☐ Student Member

Select Your Awards Program

Please select "Public Relations Association of Mississippi" in this drop-down box. Then, you'll be prompted to select the appropriate Tier and Category for this entry.

Awards Program *

(select)

Entry Title *

SAVE AND NEXT

Review and Checkout

Title	Cost	Description
Name of Company - Annual News...	55	PR

Total: \$55.00

MAKE ANOTHER SUBMISSION

PRINT ALL ENTRIES

Review and Checkout

Title	#	Action
Name of Comp...	3136	Remove Copy Submis Make Changes

Total: \$55.00

MAKE ANOTHER

Background Task Processing

Please wait as your request is processed


You may also continue working on other pages and view the results of this operation by clicking "Tasks/Reports" at the top right.

Time Elapsed: 9 seconds

OK

Opening ApplicationList-3076.pdf

You have chosen to open:

 **ApplicationList-3076.pdf**
which is: Adobe Acrobat Document (27.8 KB)
from: <https://vo-general.s3.amazonaws.com>

What should Firefox do with this file?

- ☐ Open with Adobe Acrobat 9.5 (default)
- ☒ Save File
- ☐ Do this automatically for files like this from now on.

OK

Cancel

PRINT OUT LOOKS LIKE THIS:

*Tip! This is where you CONFIRM your uploads worked.
Review your entry.*

Entry: Name of Company - Annual Newsletter | 3136

Round: SPRF Lanterns

Page: Entrant Information

Question	Answer
First Name	Tara
Last Name	Burcham
Chapter	PRAM Pine Belt
Membership Type	Professional Member
Please select "Public Relations Association of Mississippi" in this drop-down box. Then, you'll be prompted to select the appropriate Tier and Category for this entry.	
Awards Program	Employee/Internal Communication
Entry Title	Name of Company - Annual Newsletter

Page: Entry Form

Question	Answer
Research	test
Summarize the situation and/or provide information gathered through formal and informal research methods. Provide the judges with information about your organization/client and the impetus for the project. (500 words or 3,500 characters maximum)	

Planning	test
Discuss the overall strategy and identify goals, objectives and key publics. How were the objectives specific, measurable and audience-specific? (250 words or 1,750 characters maximum)	
Implementation	test
Describe your work and discuss the tactics used to achieve the stated objectives. Include timeline and budget information. Demonstrate how your efforts were creative, exemplary or otherwise worthy of recognition. (500 words or 3,500 characters maximum)	
Evaluation	test
Identify research methods used to evaluate the success of the campaign/project during and after. Did the campaign/project achieve its objectives? If project had limitations, how were they overcome? Did the project stay within timeline and budget? If this was a pro bono project, give a value for the hours donated, etc. (250 words or 1,750 characters maximum)	
Please upload supporting documentation and project materials for the judges' review. These materials supplement your project profile sheet. Each entry must include at least one file, but up to three files are allowed.	
Multiple file types are allowed. Please contact Award Chair with any issues.	

PRINT OUT LOOKS LIKE THIS:

Confirm your uploads!

IMPORTANT:

Is your presentation image named correctly?

Presentation_EntryTitle_EntrantName

Must be JPEG.

File Upload	Download File
File Upload	No File Uploaded
File Upload	No File Uploaded
Online Materials	
Please provide the full of Web address (URL) of any online materials you'd like the judges to review.	
Online Materials	

Page: Presentation Materials

Question	Answer
Should your entry be selected for recognition, this information will be used to prepare awards and during the presentation ceremony. At least one line is required, but you may provide up to three lines of text. It is not necessary to provide the entry title and category name.	
Suggested Format:	
Award Line 1: Organization	
Award Lines 2-3: Individual Credits	
Award Line 1	USM Newsletter
Award Line 2	College of Science and Technolog
Award Line 3	Tara Burcham
How to NAME your presentation image: (BELOW)	
When uploading your presentation image (below), please NAME the file: Presentation_Entry title_EntrantName. Example: Presentation_USMHeartWalk_Tara_Burcham	
Presentation Image	Download File
Upload an IMAGE that represents your entry for the Awards Banquet PowerPoint presentation. NAME the file: Presentation_Entry title_EntrantName.	

Review and Checkout

Title	Cost	Details	#	Action
Name of Company - Annual Newsl...		PRism Entry Fee	3136	Remove Copy Submission Make Changes

Total: \$55.00

MAKE ANOTHER SUBMISSION

PRINT ALL ENTRIES

CHECKOUT

Total Amount Due:

- ☐ Pay by Check
☐ Pay by credit card

BACK

**REMEMBER:
ONCE YOU PAY
YOU
CANNOT
EDIT YOUR
ENTRY**

PAY BY CHECK:

NOTIFY SPRF TREASURER VIA EMAIL

Total Amount Due: \$50.00

- ☒ Pay by Check
- ☐ Pay by credit card

Information

To pay your 2015 Lantern Award entries by check, please contact SPRF Treasurer Tracie Bertaut at tracie.bertaut@cancer.org or [\(504\) 219-2272](tel:5042192272). Checks should be made payable to SPRF.

BACK

PROCESS

PAY BY CREDIT CARD

IMPORTANT

Click PROCESS
Only ONCE

Total Amount Due: \$5

☐ Pay by Check

☒ Pay by credit card

Enter your Card Information

First Name *

Last Name *

Card # *

Card CV *

Expiration Month *

Expiration Year *

Billing Street *

Billing City *

Billing Country *

Billing State/Province *

Billing Zip/Postal Code *

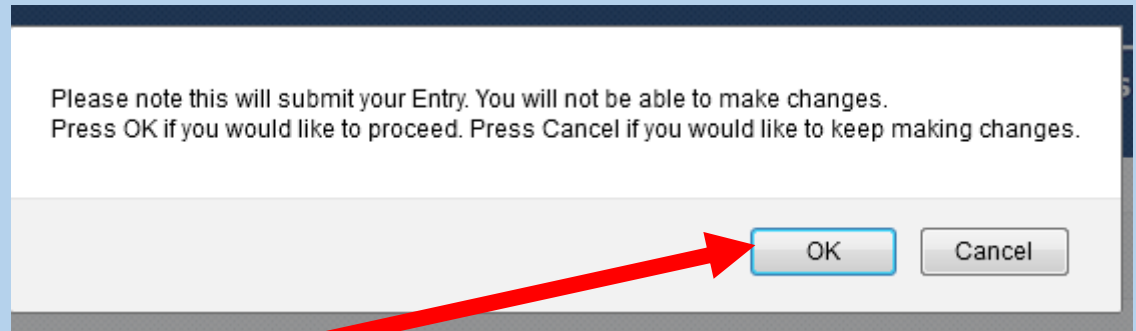
Amount to Charge *

Enter the amount you wish to pay now towards the total amount due.

Avoid Duplicate Charges - Click Process Only Once

REMINDER:
CANNOT EDIT
AFTER
SUBMISSION

UNTIL YOU PAY
it will show your
cart and your
incomplete
entry.



[Home](#) > [My Entries](#)

Incomplete

These Submissions must be finalized before they can be considered

Last Updated	Program	#	Category	Title	Action
N/A	SPRF Award Programs (SPRF Lanterns)	3137	General		Remove Edit

Carts

Program	Total Cost	Action
SPRF Award Programs (SPRF Lanterns)	\$50.00	Select


This page shows activity from the last 120 days. [Show full history](#)

Returning Visits

Login

Click EDIT

TO EDIT
YOUR ENTRY

 **AWARD PROGRAMS**
Excellence in Public Relations

SPRF LanternsPRAM PRismsPRCA Medallions

HOMEABOUT USCONTACT USCATEGORIESCRITERIAHOW TO ENTERWHY ENTER?

Welcome Tara Burcham

- Home
- My Entries
- My Profile
- Change Password
- Log Out

If you haven't signed up already, please [Click Here](#) to create a profile, and submit an entry.

[Home](#) > [My Entries](#)

Incomplete

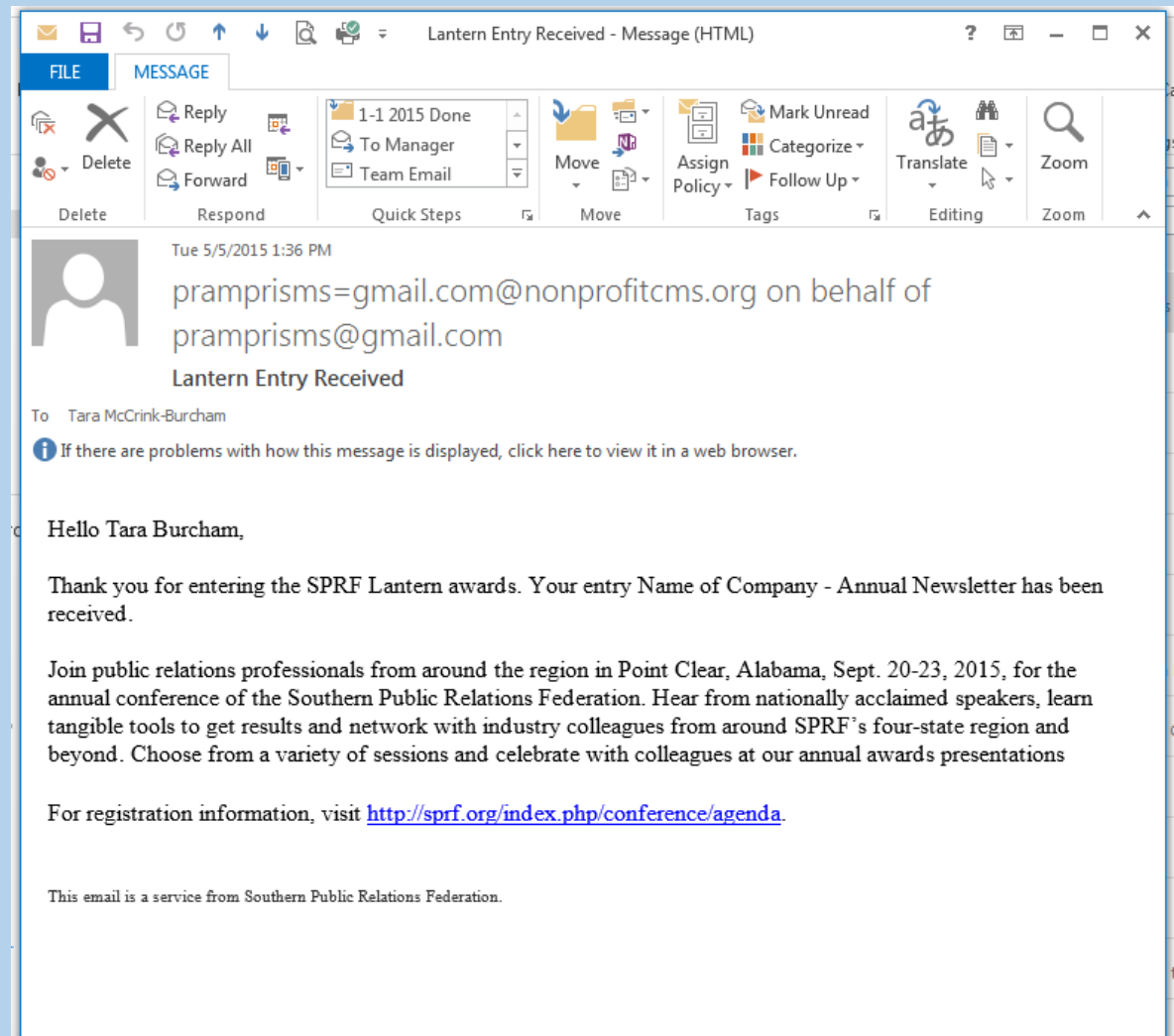
These Submissions must be finalized before they can be considered

Last Updated	Program	#	Category	Title	Action
5/5/2015 10:51 AM	SPRF Award Programs (SPRF Lanterns)	3136	Employee/Internal Communication	Name of Company - Annual Newsletter	Remove Edit

This page shows activity from the last 120 days. [Show full history](#)

Entry Received

Confirmation Email



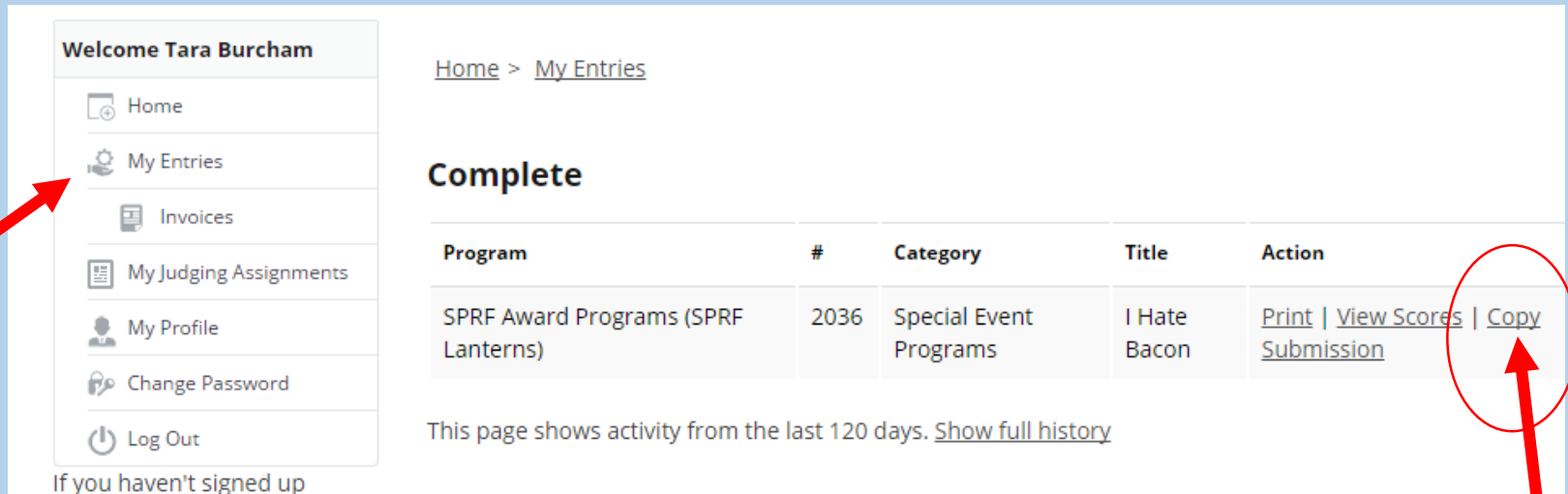
New! Copying Entry from Earlier Competition

Login. Go to My Entries.

Copying entry from:

Prisms >>> Lanterns

Medallions >>>Lanterns



Welcome Tara Burcham

- Home
- My Entries
- Invoices
- My Judging Assignments
- My Profile
- Change Password
- Log Out

If you haven't signed up

[Home](#) > [My Entries](#)

Complete

Program	#	Category	Title	Action
SPRF Award Programs (SPRF Lanterns)	2036	Special Event Programs	I Hate Bacon	Print View Scores Copy Submission

This page shows activity from the last 120 days. [Show full history](#)

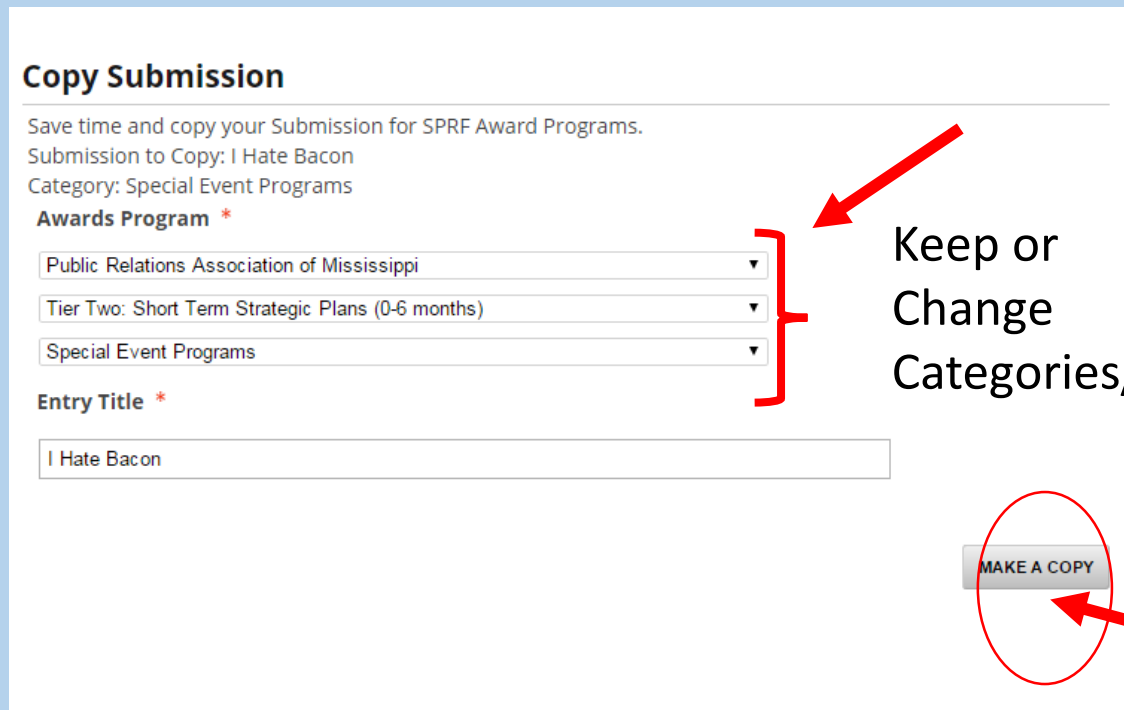
New! Copying Entry from Earlier Competition

Login. Go to My Entries.

Copying entry from:

Prisms >>> Lanterns

Medallions >>>Lanterns



Copy Submission

Save time and copy your Submission for SPRF Award Programs.
Submission to Copy: I Hate Bacon
Category: Special Event Programs
Awards Program *

Entry Title *

MAKE A COPY

Annotations: A red bracket groups the three dropdown menus under 'Awards Program' with an arrow pointing to the text 'Keep or Change Categories/etc.'. A red circle highlights the 'MAKE A COPY' button with an arrow pointing to it.

New! Copying Entry from Earlier Competition

Proceed as usual from earlier instructions...

Text was copied over.

[Home](#) > [My Entries](#) > [Entry](#)

SPRF Award Programs

[Entrant Information](#) → [Entry Form](#) → [Presentation Materials](#)

First Name *

Last Name *

Chapter *

Membership Type *
☒ Professional Member
☐ Student Member

Select Your Awards Program
Please select "Public Relations Association of Mississippi" in this drop-down box. Then, you'll be prompted to select the appropriate Tier and Category for this entry.

Awards Program *

Entry Title *

SAVE AND NEXT

SPRF | AWARD PROGRAMS
Excellence in Public Relations

SPRF Lanterns PRAM Prisms PRCA Medallions

[HOME](#) [ABOUT US](#) [CONTACT US](#) [CATEGORIES](#) [CRITERIA](#) [HOW TO ENTER](#) [WHY ENTER?](#)

Welcome Tara Burcham

[Home](#)
[My Entries](#)
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[My Judging Assignments](#)
[My Profile](#)
[Change Password](#)
[Log Out](#)

[Home](#) > [My Entries](#) > [Entry](#)

SPRF Award Programs

[Entrant Information](#) → [Entry Form](#) → [Presentation Materials](#)

Research *
Summarize the situation and/or provide information gathered through formal and informal research methods. Provide the judges with information about your organization/client and the impetus for the project. (500 words or 3,500 characters maximum)

B I U S Size

Questions?



Possible Resources

for help in writing your entry:

Best PR Resource: Explains RPIE

(Research, Planning, Implementation, Evaluation) Process:

Book: Cutlip and Center's Effective Public Relations (11th Edition)

Simple Resources:

SIMPLE PR Plan: <http://prtini.com/how-to-write-a-pr-plan-situation-analysis-research-and-goalsstrategyobjectives/>

RPIE slideshow: <http://www.slideshare.net/conradcommunications/public-relations-planning>.

How to define target audiences: <http://prtini.com/target-audiences-and-key-messages/>

Reminder: SPRF Conference Sept. 20-23, 2015

