



## 2025 Awards Competition Competition Guidelines

**Only colleges that have paid 2025 CPRAM membership dues are eligible for the competition.**

If you are unsure about your membership status, contact Donna Thomas, CPRAM Treasurer, Itawamba Community College, 662-862-8244 or [dsthomas@iccms.edu](mailto:dsthomas@iccms.edu) to confirm. You can also check with your department or division chair to see if your institution/agency membership has been paid. Competition questions should be directed to Carly Fox ([cfox@northwestms.edu](mailto:cfox@northwestms.edu), 662-562-3572) or Sarah Smith ([sarsmith@northwestms.edu](mailto:sarsmith@northwestms.edu), 662-562-3274)

**CPRAM COMPETITION ENTRIES AND PAYMENTS ARE NOW MOVING ONLINE**

**ALL ENTRIES MUST BE SUBMITTED BY MARCH 7, 2025  
NO LATE SUBMISSIONS WILL BE ACCEPTED.**

1. CPRAM competition entries are now being submitted through Dropbox. You will receive an email with a link to the folder where your school will submit your entries. **If you do not receive an email, please notify Carly Fox ([cfox@northwestms.edu](mailto:cfox@northwestms.edu), 662-562-3572) or Sarah Smith ([sarsmith@northwestms.edu](mailto:sarsmith@northwestms.edu), 662-562-3274) by February 28.** CPRAM will not be held liable if you do not reach out by this point.
2. **If you have multiple offices paying dues, CPRAM will have to make separate folders for you. Please notify Carly Fox ([cfox@northwestms.edu](mailto:cfox@northwestms.edu), 662-562-3572) or Sarah Smith ([sarsmith@northwestms.edu](mailto:sarsmith@northwestms.edu), 662-562-3274) as soon as possible to create your folders.** CPRAM will not be held liable if you do not reach out by **February 28.**
3. **Colleges must have paid membership dues for 2025 to be eligible for competition.** Please send checks for membership dues to Donna Thomas, CPRAM treasurer.  
**Membership dues MUST BE SENT BY CHECK.  
DO NOT SEND MEMBERSHIP DUES WITH CPRAM ENTRY FEES.**  
Please make check or purchase order for entry fees payable to: **CPRAM, Donna Thomas, Treasurer, Itawamba Community College, 602 West Hill Street, Fulton, MS 38843**

4. Conference registration fees and entry fees are now being accepted both by check and online through Hometown Ticketing.

**If you choose to pay online, visit this link:**

<https://events.hometownticketing.com/boxoffice/nwccrangers/L2VtYmVkl2V2ZW50LzlxMA==>

**If you choose to mail a check, please make check or purchase order for entry fees payable to:** CPRAM, Donna Thomas, Treasurer, Itawamba Community College, 602 West Hill Street, Fulton, MS 38843

5. Students affiliated with the public relations staff of the institutions are also eligible to submit entries.

6. Entities with the agency/institution that do their own public relations work are also eligible to submit entries, as long as they are members in good standing.

7. All entries must have been produced between **January 1, 2024 to December 31, 2024**. In the print media categories, all work—including copy, writing, layout and design—**MUST** have been done by personnel at the educational institution.

8. **RULE CHANGE:** Entries that have been produced using canned content (Canva, Adobe, iStock, AI, etc.) can be accepted as long as the work using copyrighted materials is attributed in the description, explained how it was used and makes up less than 15 percent of total project. (e.g. sky replacement, pre-made shapes, smoke effect). **For written content, NO artificially created content will be accepted meaning no ChatGPT or other use of generative AI in written works.**

9. **NO entries entirely produced by advertising, graphic design or public relations agencies will be accepted.** In the electronic media categories, if the work was written, directed and produced at the institution it may be submitted. Public relations or other agencies may edit and/or videotape the entry. Any outsourcing of work in either the print or electronic media categories **MUST** be specified on the entry form under "Additional Entry Information."

10. Each category offers two divisions of competition. Senior colleges and universities and other educational agencies will compete in the senior division, and community colleges will compete in the junior division. **Each member institution or department is allowed only three entries in each category.**

**PLEASE NOTE: If more than three entries are entered in a category, the excessive entries will be disqualified and there can be no reimbursement of entry fees. Colleges with multiple departments can pay departmental dues if necessary, i.e., Public Relations, Community Relations, Alumni.**

11. News and feature categories require proof of publication through a photograph or screenshot of a clipping with a copy of the release. A clipping or screenshot may be from a newspaper, magazine, or other published source or, in the case of online publications, a printout of the article or photograph as it appears in an online publication. Photography categories require the original photograph, the screenshot/photo showing proof of publication (e.g. on website, social media, in print, etc.), and a brief description of when and where the photo was taken explained in the entry form. Exhibited photos should also include information about where and how the photo was exhibited.

12. Each entry must fit the designated classification and must be labeled properly or the entry will be disqualified. Wildcard items are for those “odd” items that don’t fit in a traditional category but still allow for those items to be entered in competition.

13. An entry cannot be entered in more than one category, except in the cases of a photo feature or a campaign. A photo feature story may be submitted in a story category as well as a photography category. A single campaign element may be entered in an individual category as well as a portion of a campaign entry.

14. The decision of the judges, all of whom reside outside of Mississippi, will be final. The list of judges will be available after the competition is over for transparency.

15. All awards will be honorary and will be presented at the 2025 CPRAM Annual Conference. First, second, and third-place awards may be made in each division of each category, as well as Grand Awards in the three categories: mixed media, print, and electronic.

16. All awards will be certificates with the exception of Grand Awards. Duplicate certificates can be ordered at no charge by contacting Carly Fox and Sarah Smith.

17. A winner’s list will be available following the CPRAM Annual Conference and will be available at the organization's Facebook page and website after the conference.

18. CPRAM is not responsible for lost or deleted.

**ALL ENTRIES MUST BE SUBMITTED  
BY MARCH 7, 2025**

**NO LATE SUBMISSIONS WILL BE  
ACCEPTED.**

**Please name all files per category  
e.g. Institutional Magazine:  
instmag\_collegenamept\_entry1  
or  
instmag\_prcc\_1, instmag\_prcc\_2,  
instmag\_prcc\_3**

# COMPETITION CATEGORIES

## PRINT MEDIA

**In the print media categories, all work—including copy, writing, layout, and design—MUST have been done by personnel at the educational institution. NO entries entirely produced by advertising, graphic design, or public relations agencies will be accepted.**

**Any outsourcing of work MUST be specified on the entry form under "Additional Entry Information."**

**Institutional Magazine** - Judging to be on cover, layout, design, photographs, and copy. Issues must have been produced in 2024 - *FILING NAME: instmag\_collegenamedpt\_1*

**Annual Report** - Judging to be on cover, layout, design, photographs, and copy. Issues must have been produced in 2024. - *FILING NAME: annrep\_collegenamedpt\_1*

**Brochure** - exclusive of recruitment with judging to be on layout, design, photographs, and copy. - *FILING NAME: bro\_collegenamedpt\_1*

**Advertisements** (print media only) - may be a single ad or a series, and a series counts as one entry. A published clip must be included. - *FILING NAME: ad\_collegenamedpt\_1*

**Single Piece of Artwork - Non-Sports-** (includes illustrations, logos, billboards, banners, publication covers, posters, novelty items, etc.) in addition to the entry form, each form, each entry must be accompanied by a brief description of how the artwork was used. - *FILING NAME: spa\_collegenamedpt\_1*

**Single Piece of Artwork - Sports-** (includes illustrations, logos, publication covers, posters, novelty items, etc.) in addition to the entry form, each entry must be accompanied by a brief description of how the artwork was used. - *FILING NAME: sspa\_collegenamedpt\_1*

**Sports Media Guide** - Printed or Digital Guides with all teams listed in one publication will be considered one entry. Those with individual books for each sport may enter no more than three (3) media guides.- *FILING NAME: smg\_collegenamedpt\_1*

**Environmental Design / Exhibitions** - Wall wraps, signage, "permanent" displays - *FILING NAME: ede\_collegenamedpt\_1*

**Wildcard Print** - Items that are print but don't fit into any of these items specifically. These items could be special cards, stickers, or any print item you'd choose. - *FILING NAME: wprint\_collegenamedpt\_1*

# COMPETITION CATEGORIES

## MIXED MEDIA

**In the mixed media categories, this category is for anything that's both print and digital such as photography, press releases, etc.—MUST have been done by personnel at the educational institution. NO entries entirely produced by advertising, graphic design, or public relations agencies will be accepted. Any outsourcing of work MUST be specified on the entry form under "Additional Entry Information."**

**News Story** (or series) – series counts as one entry. A published clip or screenshot of the online version must be included. *FILING NAME:* news\_collegenedpt\_1

**Feature Story** (or series) – series counts as one entry. A published clip or screenshot of the online version must be included. *FILING NAME:* feat\_collegenedpt\_1

**Sports News Story** (or series) – series counts as one entry. A published clip or screenshot of the online version must be included. *FILING NAME:* sns\_collegenedpt\_1

**Sports Feature Story** (or series) – series counts as one entry. A published clip or screenshot of the online version must be included. *FILING NAME:* sfs\_collegenedpt\_1

**Newsletter / e-newsletter** – submit at least two consecutive issues with judging to be on layout, design, photographs, and copy. *FILING NAME:* new\_collegenedpt\_1

**Viewbook/Admissions and Recruitment Piece** – published for admissions and recruitment only with judging to be on layout, design, photographs and copy layout, design, photographs, copy, and entry statement. In addition to the entry form, each entry must be accompanied by a one-page or less, typewritten statement that summarizes any pertinent information that may be helpful to the judges, such as target audience, budget, objectives, and results. *FILING NAME:* varp\_collegenedpt\_1

**Fine Arts Photograph** – (single shot or a series, and a series counts as one entry) original digital photo, submitted with a clipping from a published source or screenshot of online version showing proof of publication with judging to be based on the original photograph. This category also considers photos included in public exhibitions. Essays for public exhibition entries also must include the purpose of the exhibit and the locations and duration of the showing. The fine arts category is to showcase any fine arts performances, concerts, etc. that were photographed at your events. *FILING NAME:* faph\_collegenedpt\_1

**Student Life Photograph** – (single shot or a series, and a series counts as one entry) original digital photo, submitted with a clipping from a published source or screenshot of online version showing proof of publication with judging to be based on the original photograph. This category also considers photos included in public exhibitions. Essays for public exhibition entries also must include the purpose of the exhibit and the locations and duration of the showing. This showcases student life events, fun and excitement such as dances, ice cream socials, etc. *FILING NAME:* slph\_collegenamedpt\_1

**Portraits** – (single shot or a series, and a series counts as one entry) original photo, be submitted with a clipping from a published source or printout of online version showing proof of publication with judging to be based on the original photograph. This category also considers photos included in public exhibitions. Short statements for public exhibition entries forms must include the purpose of the exhibit and the locations and duration of the showing. This is for portraiture images such as graduation photos, editorial photos, unique and interesting portraits that showcase creativity and excellence in photography. *FILING NAME:* port\_collegenamedpt\_1

**Digital Art/Photo Illustration** – This category includes digitally enhanced photographs with special effects and digitally manipulated images. A hard copy representative sample of artwork, no larger than 8x10, must be submitted with proof of publication. If the image was used on printed material, include PDF of material with the entry form. If the image was used on a website, include the website address with the entry form. Attach a one-page or less description of the piece including pertinent information about the design process of the photograph. *FILING NAME:* dap\_collegenamedpt\_1

**Sports Photograph** – (single shot or a series, and a series counts as one entry) original digital photo must be submitted with a clipping from a published source or screenshot of online version showing proof of publication with judging to be based on the original photograph. *FILING NAME:* spho\_collegenamedpt\_1

**Wildcard Mixed Media** – Items that are mixed media but don't fit into any of the categories above. *FILING NAME:* wmm\_collegenamedpt\_1

# COMPETITION CATEGORIES

## ELECTRONIC MEDIA

**Electronic media entries will be accepted if the work originated at and was directed, written, and produced by the institution. Work from outside agencies/public relations firms is limited to the videotaping and editing of electronic media entries submitted by the institution.**

**Television News Story** (story may be sports related) – two minutes or less. - *FILING NAME: tvnews\_collegenamedpt\_1*

**Television Spots** (up to 3 minutes) – include PSAs, commercials, promotional spots, etc.- *FILING NAME: tvspot\_collegenamedpt\_1*

**Radio Spots** (60 seconds or less) – includes PSAs, commercials, promotional spots, etc. - *FILING NAME: radiospot\_collegenamedpt\_1*

**Television Programs** (no longer than 30 minutes) – either a single program or one entry representing a series to include public affairs, sports, entertainment, etc. *FILING NAME: tvprog\_collegenamedpt\_1*

**Radio Programs** (any length) / **Podcasts** – enter either a single program or one entry representing a series to include public affairs, sports, entertainment, etc. *FILING NAME: rpro\_collegenamedpt\_1*

**Web Page** – Temporary landing page for special events and short-term campaigns. If it is an existing page, please send the before and after. If it is a new page, please only send the current page. *FILING NAME: webp\_collegenamedpt\_1*

**Digital Advertisements** – All submissions must be college-related (registration/admissions, pop-up advertising, student activities, alumni, sports, etc.) advertisements. A PDF of the advertisement should accompany the entry form along with a brief description of where the advertisement was placed. *FILING NAME: dad\_collegenamedpt\_1*

**New Media** — New Media includes emerging media such as AI, animation, etc. Include a brief description of how media was used. *FILING NAME: nmed\_collegenamedpt\_1*

**Social Media-Non Sports Account** — Social Media includes Facebook, Twitter, Instagram, Snapchat, Tik Tok, blog sites, and other social media. May be submitted as a jpeg, PDF, or website address. *FILING NAME: pscl\_collegenamedpt\_1*

**Social Media-Non Sports Post** — Social Media includes Facebook, Twitter, Instagram, Snapchat, Tik Tok, blog sites, and other social media. May be submitted as a jpeg, PDF, or website address. *FILING NAME: psscl\_collegenamedpt\_1*

**Social Media-Sports Account**— Social Media includes Facebook, Twitter, Instagram, Snapchat, Tik Tok, blog sites, and other social media. May be submitted as a jpeg, PDF, or website address. *FILING NAME: ssmc\_collegenamedpt\_1*

**Social Media-Sports Post** — Social Media includes Facebook, Twitter, Instagram, Snapchat, Tik Tok, blog sites, and other social media. May be submitted as a jpeg, PDF, or website address. *FILING NAME: smp\_collegenamedpt\_1*

**Non-Sport Promo/Hype Videos** – Any length production of promotional/hype video that stirs excitement and enthusiasm about college events/programs. *FILING NAME: nsphv\_collegenamedpt\_1*

**General Video** (less than 10 minutes) – Any type of video. This is non-sports. Can be anything from highlighting a campus event, a choir music video, creative skit, or any other video that does not fit into the other categories. *FILING NAME: gv\_collegenamedpt\_1*

**Sports Promo/Hype Videos** – Any length production of promotional/hype video that stirs excitement and enthusiasm about college sports events/programs. *FILING NAME: sphv\_collegenamedpt\_1*

**Wildcard Mixed Media** – Items that are mixed media but don't fit into any of these categories specifically. *FILING NAME: wmm\_collegenamedpt\_1*



# COMPETITION CATEGORIES

## SPECIAL CATEGORIES

**Public Relations / Marketing and Branding Campaign** (may be short-range or long-range and may be multi-media) submit digital samples of all campaign work, including scripts for electronic media and a brief summary of the campaign. - *FILING NAME: rpc\_collegenamedpt\_1*

**Creative Partners** – This category is designed to commend creative partnerships between educational institutions and other public institutions, businesses, industries, etc. in the areas of public relations. Entries should include a brief essay with the names of all partners, their roles and the nature of the public relations project/campaign. Any materials used in the project should be digitally submitted, e.g., videos, press releases with clippings, photographs, art/logos, etc. \*Because of the nature of this category, there will be no senior/junior divisions. - *FILING NAME: cp\_collegenamedpt\_1*

# GRAND AWARDS

The judges may award 6 additional Grand Awards (plaques):

- One each to the best Print Media entry in the senior and junior divisions.
- One each to the best Electronic Media entry in the senior and junior divisions.
- One each to the best Mixed Media entry in the senior and junior divisions.