



# CALL FOR ENTRIES

## IT'S TIME FOR THE PYRAMID AWARDS

The Alabama Community College System Public Relations Association will honor the best among ACCS's public relations, marketing and recruiting community.

### WHO CAN ENTER:

The creative effort, such as concept, copy, layout, program and/or photography, must have originated from an ACCSPRA member institution. Only current ACCSPRA member institutions are eligible to submit entries. **Entries will not be accepted from members who have not submitted a purchase order for the entries by the entry deadline.**

### WHAT MAY BE ENTERED:

Entries must have been created and/or used between June 1, 2024 and May 31, 2025. A contestant may submit as many entries in each category as desired.

All entries will be submitted electronically. See the Categories and instructions for each on the next pages.

### ENTRY FEE:

Early Bird entry fee is \$30 per entry through 11:59 p.m., (CST), July 6, 2025 and \$40 per entry July 7-13 2025. Checks should be made payable to ACCSPRA. Purchase orders will also be accepted. **No refunds will be granted.**

**EARLY BIRD DEADLINE**  
**JULY 6, 2025**

### CONTACT:

Lloyd Wing  
Director of Marketing  
Coastal Alabama Community College  
lloyd.wing@coastalalabama.edu  
251.580.2284

Checks or purchase orders should be sent to Gail Crutchfield, Wallace State Community College, 801 Main St. NW, Hanceville, AL 35077. If a member's dues have not been paid or a purchase order for them has not been sent by the entry deadline, the entries will not be accepted.

**ENTER HERE**



### JUDGING:

Judging will be conducted by an independent panel of media professionals. Judges will consider planning, originality, creativity and effectiveness. The judges and/or awards committee reserve the right to reclassify entries where appropriate. Entries must follow the guidelines set forth in category descriptions. Failure to do so may result in disqualification. The decision of the judges will be final.

### AWARDS

A first-place Pyramid Award, an Award of Achievement and an Award of Merit may be awarded in each category. In addition, the judges will select Best of Show in separate judging that considers all Pyramid winners.

An additional award, The Communicator of the Year, honors an individual who has distinguished themselves through their special leadership and ability in communication, marketing, public relations or recruiting efforts. Recipients of this award will receive a \$500 stipend to be used for approved professional development activities.

Award winners will be announced at the ACCSPRA Annual Conference during the Pyramid Awards Ceremony. Award recipients and their presidents will receive advanced notice that they have received an award so they may plan to attend the conference and awards ceremony.

# ACCSPRA PYRAMID AWARDS

## CATEGORIES

*NOTE: All Pyramid Award entries are to be submitted electronically. For categories 1-9, upload a PDF of the entry and a photo of it in use on campus. Include a description of the physical piece, including print specs, to help judges visualize the entry.*

### 1. SCHEDULE / ANNUAL REPORT / REGISTRATION GUIDES

No restrictions.

### 2. BROCHURE [ SINGLE or SERIES ]

No color restrictions. Limit submission to three brochures in a series. May include rack cards.

### 3. FLYER/POSTER

No color restrictions. Upload a PDF of one poster or flyer per entry.

### 4. DIRECT MAIL / POSTCARDS

No restrictions

### 5. VIEWBOOK

No restrictions

### 6. PROMOTIONAL ADVERTISING

Includes any novelty or promotional item. Multiple entries may be submitted for this category; however, only one item may be submitted per entry.

### 7. LOGO WEAR

No restrictions.

### 8. SPECIALTY PUBLICATIONS

Includes photo books, art gallery magazines, anniversary books, student handbooks, literary magazines and other publications with a specialty niche.

### 9. ATHLETICS

Entries should include any sports-related promotional materials including media guides, game/season programs, brochures, flyers and ad specialty items that exclusively promote an institution's athletic programs.

### 10. STUDENT CREATED CONTENT

Includes student-generated content including podcast, vlogs, social media posts, etc. Provide URL,

### 11. ONLINE ADVERTISING [ SINGLE or SERIES ]

Entries may include search engine marketing campaigns, email campaigns or single/series website advertising. An explanation of the ad, method of use and documentation of placement must accompany any entries. If applicable, a URL address or link of advertisement should be provided.

### 12. PRINT ADVERTISING [ SINGLE or SERIES ]

Provide a PDF. Limit to three ads in a series and include in one PDF.

### 13. COLLEGE PROMOTIONAL VIDEO

Must be at least 2 minutes but no more than 20 minutes in length. Used for general recruitment, special event, image building and brand awareness for the entire college or specific programs. Provide URL to YouTube or Vimeo.

### 14. VIDEO ADVERTISEMENT / PSA

Ad should be no longer than 90 seconds in length. Includes ads for TV and other video platforms like social media. Provide URL to YouTube or Vimeo.

### 15. RADIO ADVERTISEMENT

Maximum length: 60 seconds. Provide URL to SoundCloud.

### 16. ELECTRONIC PUBLICATIONS / NEWSLETTERS

This category includes PR/Marketing efforts utilizing computer-based media, including but not limited to multi-media CDs, DVDs and email. This may include electronic newsletters, annual reports, catalogs, schedules and viewbooks. If applicable, a URL address or link to the publication should be provided. Entries must not be repeated from Category 1: Schedule/Annual Report/Registration Guides.

### 17. STUDENT SUCCESS STORY

Entries should include press releases and samples of the media coverage regarding the success story.

### 18. NEWS WRITING

Entries may include blogs, feature articles, personality profiles, opinion pieces and other pieces published in print or online. Must be solely written by the entrant. The focus is on the quality of writing. Provide a Word document, PDF or URL. Proof of publication is not necessary.

## 19. NEWS PLACEMENT

Any news release or article published by print media or produced for broadcast media based on information provided by the entrant. Entry should include appropriate documentation.

## 20. PHOTOGRAPHY [ UNALTERED ]

Photograph along with a descriptive summary of no more than one paragraph must be submitted. Photograph must be the work of ACCSPRA members.

## 21. PHOTOGRAPHY [ GRAPHICALLY MANIPULATED ]

Photograph as well as a descriptive summary of no more than one paragraph should be submitted. Manipulated photographs must be the work of ACCSPRA members. Include a description of how the photo was used and how it was manipulated.

## 22. LOGO DESIGN

Logo designs used on regular college stationary, publications and business cards qualify. Entries may include special designs for anniversaries, themed events and celebrations. Logo designs must be accompanied by samples of use.

## 23. WEBSITES

The homepage URL should be provided on the title line of the entry form. Focus is on the entire college website.

## 24. INTERIOR SIGNS / DIGITAL SIGNS & DISPLAYS

Entries may be exhibit booths, displays, wall murals, window clings, directional signage or other displays designed for indoor use. Submit artwork in a PDF along with a photo of the entry in use. Digital billboards should be entered in outdoor advertising category.

## 25. OUTDOOR ADVERTISING

Includes digital billboards, electronic outdoor signs, banners, bus panels or any other large-display posted outdoors.

## 26 FACILITIES BRANDING

Entries should be considered permanent fixtures that enhance the visual identity and environment of the campus. These may include signage, monuments, murals, sculptures, or other installations integrated into campus facilities in a lasting way.

## 27. PUBLIC RELATIONS / MARKETING CAMPAIGN

Entries may include any overall, program-specific or special event campaign. Entries should include all the components of the campaign (publications, advertisements, media coverage, etc.) as well as any goals, objectives, strategies or evaluation methods, if applicable.

## 28. SPECIAL EVENTS / FUNDRAISING CAMPAIGNS

Programs, invitations, reports, etc., in connection with anniversaries, groundbreakings, fundraising campaigns or other special events. Can include social media screenshots.

## 29. SOCIAL MEDIA CAMPAIGNS

A single campaign that promotes a central event, theme or idea and that uses messaging on different platforms such as Facebook, X, viral video, mobile, email, etc. Provide the URL along with key analytics for the social media campaign.

## 30. SOCIAL MEDIA ACCOUNTS

Focus is on the collection of a college's Facebook, X, LinkedIn, Snapchat, Instagram, Threads accounts, etc. Judging will be done in real time, and judges will look at design, content, frequency of posts, engagement, strategy and effectiveness. Provide the URL for each social media account.

## 31. WILD CARD

Includes marketing pieces that just don't fit anywhere else. Please provide a PDF or photo of the item plus a photo of it in use on campus or URL.



## HOW TO ENTER ELECTRONIC SUBMISSIONS

Complete the online entry form and upload the appropriate documents or links for your submission.

## HOW TO TITLE SUBMISSIONS

Please title your submission by the category number and first two names of your college. For example, if Snead State is entering Category 16, the file name should be 16SneadState. Add *\_support* at end of title of supporting documents,

If you have questions, please contact ACCSPRA board member Lloyd Wing at [lloyd.wing@coastalalabama.edu](mailto:lloyd.wing@coastalalabama.edu).

*Please read the category names and descriptions carefully.*

**ENTER HERE**