

Entry Form

Please complete the form neatly (print or type) and add the number of the appropriate category.

If your entry wins, information for the event program will be taken directly from this form.

Title of entry Category Number

Produced for (name of organization or client)

Your name

Your company/organization

Your mailing address

Your phone

Your email address

Web site address (if entering this category)

Budget for Entry (check appropriate box)

☐ Over \$1 Million ☐ \$500,000 to \$1 Million ☐ \$50,000 to \$500,000 ☐ Under \$50,000 ☐ Under \$5,000

Name and title of person who will accept award if this entry wins (please print legibly)

Contributors (use this space to list up to three people (including you), departments, or agencies who worked on the project).

If this entry wins, these names will appear in the program.

1)

2)

3)

Type of Entry (check appropriate box): ☐ Not-for-Profit (you or your client is not-for-profit) ☐ Corporate

Entry Fee

If you are submitting more than one entry, please include a typed list of entries on letterhead and attach the check for your entry fee(s). Please be sure to enter the correct amount. Refunds will not be granted if you overpay.

Make checks payable to the **PRSA Rochester Chapter**.

To pay by credit card, please visit prsarochester.org.

If not-for-profit work is submitted by the organization itself or its advertising agency, then the not-for-profit submission rate applies. **Separate checks are not necessary.**

Corporate, PRSA member \$60

Corporate, non-member \$80

Not-for-Profit, PRSA member \$50

Not-for-Profit, non-member \$70

TOTAL AMOUNT ENCLOSED \$

\$25 additional entry fee if received after 2 PM on entry due date.

No entries accepted after 5 PM.

Checklist

REMEMBER TO ENCLOSE

- Entry (folder or binder)
- **Two copies** of the entry form, **one copy** of the description, and **one copy** of the summary
- Typed list of entries and fees if submitting more than one entry
- Check made payable to **PRSA Rochester Chapter** or pay by credit card online at **prsarochester.org**
- NEW FOR 2013 – Email your 100 word description and a logo for your entry to ROCPRism@gmail.com. If you are submitting multiple entries, you may send descriptions and logos in one email.

CATEGORIES

ELEMENT AWARD CATEGORIES

- E1 Annual Report
- E2 Blogs/Blogger Campaign
- E3 Design Piece (logo or infographic)
- E4 Direct Mail/Direct Response
- E5 Editorial/Op-Ed Column
- E6 External Video (including YouTube)
- E7 Facebook
- E8 Feature Story
- E9 Internal Video
- E10 Magazine
- E11 Media Relations (tour, event, briefings, press kit, press conference, etc.)
- E12 News Release
- E13 Newsletter
- E14 Other Print Piece (poster, invitation, brochure, etc.)
- E15 Other Social Media (Pinterest, Instagram, Google+, etc.)
- E16 Other Writing Projects (advertorial, case study, speech, etc.)
- E17 Photography
- E18 Podcasts/Vodcasts/Webcasts
- E19 Public Service Announcement
- E20 Research
- E21 Trade Show
- E22 Twitter
- E23 Website

SPECIAL AWARDS

- Sharleen M. Bruse Award**
- Executive of the Year Award**
- Rising Star Award**

For Element Award descriptions and Special Award nomination forms, visit prsarochester.org.

PROGRAM AWARD CATEGORIES

- P1 Business-to-Business Communications
Programs designed to promote new or existing products/services to a business audience
- P2 Community Relations
Programs that aim to improve relations with, or seek to win the support of, people or organizations
- P3 Consumer Product or Service Communications
Programs designed to promote new or existing products/services to a consumer audience
- P4 Crisis and Issues Management Communications
Programs that dealt with an unplanned event that required an immediate response, or with issues that could hurt ongoing business strategy
- P5 Institutional/Image Communications
Programs designed to enhance, promote or improve the image of an organization
- P6 Integrated Campaign*
Programs that demonstrate leadership of public relations strategies/tactics in a creative and effective integrated campaign, along with other marketing or communications
- P7 Internal Communications
Programs targeted to those directly allied with an organization, such as employees, members, affiliated dealers and franchisees
- P8 Multicultural Public Relations
A program, such as institutional, marketing and community relations, targeting a cultural group
- P9 Special Event/Observance
Events may include commemorations, observances, openings and celebrations

* This is the only category that can be entered more than once.

Criteria for Program Entries

All PROGRAM ENTRIES will be judged in four areas: Research, Planning, Execution, and Evaluation. These are consistent with the industry standard for effective professional practices, the PRSA Silver Anvil Awards, and the Universal Accreditation Board criteria.

With the exception of the Integrated Campaign category, no individual submission can be entered in more than one program category. Since public relations is often part of a larger campaign, the Integrated Campaign category enables you to highlight the creative and effective integration of public relations strategies and tactics with other promotional marketing communications. If the public relations component of the Integrated Campaign is strong enough to compete as a separate program (Business-to-Business Communications, Special Event/Observance, etc.), then it may be entered again. This is the ONLY category in which submissions can be entered more than once.

As in the past, individual components from any program may be submitted as separate element entries (be sure to include separate entry form, summary, and fees). Programs often have better chances of winning when they are near completion and evaluation against initial objectives can be better determined.

Guidelines

- Submit entry in one three-ring binder.
- Write a 100-word description of your program, which will be used to describe your entry if it wins.
- Prepare a summary, no longer than two typed pages.
- Complete the entry form, staple it to the description and summary, and place the stapled forms in the binder. Place one extra entry form in the binder, along with the check for the entry fee.
- Divide your binder with four tabs and insert appropriate supporting materials behind the sections: Research, Planning, Execution, and Evaluation. Include materials such as planning documents, brochures, clipping reports, letters, pictures, releases, etc.
- Supporting materials may be provided on a DVD, CD-ROM or USB drive (no longer than 10 minutes). Submissions mounted on boards may not be larger than 16 x 20 inches.

HOW TO PREPARE YOUR PROGRAM AWARD SUMMARY

The summary is the most important component of a program entry. Judges review it carefully to evaluate a program on its merit in four key areas. Please use the following guidelines when preparing your summary:

RESEARCH

Analyze or describe the situation on which the program is based, and indicate who specifically initiated the research. Was it in response to a problem or to examine a potential problem? Did the research help redefine the situation in any way? How was it relevant to shaping the planning process? How did it help define audience(s) or the situation?

PLANNING

Include an outline of the plan. Describe the target audience(s) and objectives. What was the overall strategy? What materials were used? What was your budget? How do the plans correlate with the findings? Who was involved in the planning?

EXECUTION

How were the plans executed, and what were the results? In general terms, how did the activities flow? How were challenges overcome? Were other organizations involved? Was advertising a part of the program? If yes, what was the budget for advertising compared to the overall program?

EVALUATION

Since public relations activity is intended to affect business or organizational results, outcomes measurement is important in determining the effectiveness of any campaign.

What methods of evaluation were used? How are results related to research findings and strategic objectives? When preparing your entries, consider the following outcomes in preparation for the Evaluation section of your entry: awareness data (aided, unaided, familiarity, etc.), behavioral data (donations raised, employee retention, participation in an event, etc.), financial/market data (funds raised, market share, sales, etc.), and survey data (brand equity rating, employee morale, reputation ranking, etc.).

Criteria for Element Entries

All INDIVIDUAL ENTRIES will be judged in four areas, based on the PRSA Bronze Anvil Awards criteria: Planning/Content, Creativity/Quality, Technical Excellence, and Assessment/Results. The greatest emphasis is on execution—the areas of Creativity/Quality and Technical Excellence. Judges will also evaluate how the element fits into a broader public relations strategy.

No individual submission can be entered in more than one element category.

Guidelines

- Submit individual entry in a pocket folder.
- Write a 100-word description of your program, which will be used to describe your entry if it wins.
- Prepare a summary, no longer than one typed page. Be sure to include a description of how the element fits into a broader public relations strategy.
- Complete the entry form, staple it to the description and summary, and place the stapled forms in the binder. Place one extra entry form in the binder, along with a check for the entry fee.
- **Video & Audio Entries:** Provide on DVD, CD-ROM or USB drive
- **Photography Entries:** Provide a print of the photo (no chromes or negatives) and an original of the publication or kit where the photo appeared.
- **Website Entries:** Submit your site address as well as hard copies of the home page and other key subdirectory and feature pages. Include no more than eight sample pages.
- Submissions mounted on boards may not be larger than 16 x 20 inches.

HOW TO PREPARE YOUR ELEMENT AWARD SUMMARY

For individual awards entries, please use the following subheads in your summary and do not exceed a length of one page. Judges carefully review the award summaries, especially when evaluating the areas of Planning/Content and Assessment/Results. Please use the following guidelines when preparing your summary:

PLANNING/CONTENT

Describe the objectives of the entry. Identify the audience(s) and strategies used. Include information on research, if applicable. What was the budget? What messages and materials were used?

ASSESSMENT/RESULTS

Indicate what method(s) of evaluation were used. Results should provide evidence of how the stated objectives were met and how the entry impacted the success of a broader or ongoing program. Evidence may be qualitative or quantitative, as appropriate for the scope and nature of the entry.