

2017 Blue Ridge Chapter Summit Awards



Submit entries online at www.prsa-blueridge.org

ELIGIBILITY

The Summit Awards are open to all professional public relations practitioners and PR students. PRSA membership is not required to enter. Entries must have been completed during the 12 months beginning September 1, 2016, and ending September 1, 2017. It is the entrant's responsibility to communicate entry information to all interested/ participating parties such as agencies, clients, etc. Entries must be produced by or for an organization based in the Blue Ridge Chapter area.

ENTRY CATEGORIES

The Summit Awards are divided into two main divisions: Campaigns and Tactics (see list of categories below). **Campaign entries may only be submitted in ONE campaign category.** However, individual campaign tactics may be entered in multiple tactics categories.

SUBCATEGORIES DEFINED

For-Profit: Any campaign or program where more than 50% of the work is completed by a for-profit organization.

Non-Profit: Any campaign or program where more than 50% of the work is completed by a non-profit organization.

Government/Education: Any campaign or program where more than 50% of the work is completed by a local, state or federal government agency, public school or higher education institution.

The subcategory is determined by the individual or organization that completes a majority of the work involved in the entry. For instance, an agency submitting an entry for a non-profit client will be judged in the for-profit category if the agency did more than 50% of the work.

ENTRY SUBMISSION

Entries must be submitted online via the PRSA Blue Ridge website.

ENTRY FEES (NON-REFUNDABLE)

Entry fees can be paid online or via check payable to "Blue Ridge Chapter PRSA"

Early Bird (Deadline-September 1 at 4 p.m.):

- PRSA Blue Ridge members: \$50 each entry.
- Non-members: \$65 each entry.*
- Student entries: PRSSA members: \$20 each entry.
- Non-member students: \$35 each entry.*

Non-Early Bird (Deadline-September 10 at 4 p.m.)

- PRSA Blue Ridge members: \$65 each entry.
- Non-members: \$80 each entry.*
- Student entries: PRSSA members: \$30 each entry.
- Non-member students: \$45 each entry.*

JUDGING GUIDELINES

The competition is decided by a panel of judges from the Hoosier (Indiana) PRSA chapter. Judges are not required to select a winner in any given category if no entry is deemed appropriate.

AWARDS PRESENTATION

Winners will receive their 2017 Summit Awards at the annual awards Gala on November 15. More information and registration for the Gala will be available in the Fall.

** - non-member entrants are asked to include the non-member fee of \$15 for each entry during the online entry process.*

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ENTRY INSTRUCTIONS

All entries (**campaigns and tactics**) must include the following:

- One page summary (see details below).
- Suitable image (JPEG, GIF, PNG, PDF) that in some way represents the work. It may be the image of the front cover to your publication, a photo from the event, logo, etc. These images will not be judged, but will be used for show at the awards gala.
- A typed 75-word brief overview of the submission calling out highlights from the entry in each judging criteria area (WORD).

SUMMARY

Entries must include a summary no longer than one page in WORD format. **The summary is the single most important part of the overall entry for judges.** All entries (categories and tactics) must address each of the following areas:

RESEARCH

Describe the process used to identify project problems or opportunities and to establish goals.

PLANNING AND IMPLEMENTATION

Describe the goals and objectives of the public relations campaign or tactic. **Be specific!** Include target audience, strategy, originality and creativity. Describe the techniques used to implement the campaign or tactic, including difficulties encountered and how they were overcome. Describe any paid advertising. Provide an overall project budget.

EVALUATION

Demonstrate how the campaign or tactic met or exceeded the stated objectives and how that success was measured. Provide quantitative data if possible.

Entries will be judged based on a weighted scale with 50% of the total score based on planning and implementation, 33% based on evaluation and 17% based on research.

SUPPORTING MATERIALS

Support your work with photos, videos, letters, scripts, storyboards, news clippings, and copies of any materials used in the project. Website entries must include a URL for judges to access the website. All materials must be uploaded in a digital format. *Due to file size restrictions, please submit links for any files larger than 2MB.*

SPECIAL AWARDS

Best-In-Show: One Best-in-Show Award will be presented in the Campaign Category and one Best-in-Show Award will be presented in the Tactics Category. The entry receiving the highest point total will receive the Best-in-Show Award.

In the case of a tie, three judges not previously scoring the submissions will review and score the entries a second time. The submission with the top points received will be deemed Best-in-Show.

All categories are eligible for Best-in-Show with the exception of the student portfolio category.

Lin Chaff Award for Creativity: The Lin Chaff Award for Creativity is open to all submitted entries. There is no need to enter the category separately. One entry will be selected by the judges as the overall most creative entry based on the creative execution of the campaign or tactic.

Adam & Alison Award for Media Excellence:

PRSA Blue Ridge members may nominate an individual member of the media that exemplifies excellence in fair and accurate reporting (see separate online nomination). Nominations are due September 10, 2017. There is no fee to submit a nomination.

This award is given in memory of Adam Ward and Alison Parker, two Roanoke reporters who were lost in a tragic attack on August 26, 2015.

DEADLINE: September 10, 2017 (Early bird deadline: Sept. 1, 2017)

2017 Blue Ridge Chapter Campaigns

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COMMUNITY PARTNERSHIPS

Any program designed to partner an organization with community groups. The program should illustrate a demonstrable benefit for the target audience and the sponsoring organization. Include all related PR/marketing materials.

(no subcategories)

PUBLIC RELATIONS CAMPAIGN

A campaign with a variety of elements designed to promote an organization or program. Should be supported by research, a communications plan, goals, outcomes data, etc. This can include paid advertising.

Subcategories:

- for-profit organizations
- non-profit organizations
- government agencies / educational institutions

ISSUES AND CRISIS MANAGEMENT

Any public relations program designed to handle true crisis situations, unplanned events or major issues. Examples include major accidents, natural disasters, governmental investigation and medical emergencies. **(no subcategories)**

STUDENT PORTFOLIO

A Summit Award will be awarded to students for portfolios of their own work. Each student portfolio must consist of at least three pieces of his/her own best work from the past 12 months.

(not considered for best in show)

INTERNAL COMMUNICATIONS

Any communication vehicle or program targeted specifically to reach an internal audience such as employees or members.

Subcategories:

- for-profit organizations
- non-profit organizations
- government agencies / educational institutions

MARKETING PRODUCTS OR SERVICES

A campaign with a variety of elements designed to launch or promote a specific product or service. Should be supported by research, a marketing plan, goals, outcomes data, etc. This can include paid advertising.

Subcategories:

- for-profit organizations
- non-profit organizations
- government agencies / educational institutions

SPECIAL EVENTS

Programs or events, including commemorations, observances, openings, celebrations, yearlong anniversaries or other special events.

Subcategories:

- events of 2 days in length or shorter
- events longer than 2 days in length

Some helpful tips: The summary is the most important part of your entry. Make sure to clearly address each part of the evaluation criteria (research, planning, implementation, evaluation) and how each step is aligned with the overall goals and objectives. Want to save a little money? Be sure to submit your entry by the early bird deadline of September 1. **NO** entries will be accepted after September 10.

2017 Blue Ridge Chapter Tactics



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ANNUAL REPORT

Publications that report on an organization's annual performance. **(no subcategories)**

MEDIA RELATIONS

This category includes tactics, programs and events driven entirely by media relations. Include all related press releases/advisories, media materials, clips, videos, pitch letters, requests for coverage, etc.

Subcategories:

- **for-profit organizations**
- **non-profit organizations**
- **government agencies / educational institutions**

MAGAZINES

Publications designed to provide in-depth information about an organization or topic on a regular basis. The number of pages and length of articles typically differentiate magazines from newsletters, which are considered in the newsletter category. Submit consecutive issues published during the 12-month period of the competition, if appropriate. **(no subcategories)**

MOBILE/TABLET APPLICATION

Any application designed for mobile or tablet devices intended to communicate with an identified public. **(no subcategories)**

MULTIMEDIA PROGRAM

Any audio or video program (live or playback, online or broadcast) designed to communicate with an identified public (submit any PSA's in the PSA category).

Subcategories:

- **Programs running two-minutes or less**
- **Programs running longer than two minutes**

NEWSLETTER

Short form publication (print or electronic) designed to provide regular information to an identified public. Submit consecutive issues published during the 12-month period of the competition, if appropriate

Subcategories:

- **external audiences**
- **internal audiences**

PRINT PUBLICATIONS

Special-purpose one-time publications designed to provide in-depth information about an organization or topic.

Subcategories:

- **multi-page publications (i.e. calendar, booklet)**
- **single-page publications (i.e. brochure, flyer)**

PUBLIC SERVICE ANNOUNCEMENT

Any electronic or printed piece designed to provide information about a public issue or event. **(no subcategories)**

SOCIAL MEDIA

Any social media effort as part of a public relations program to communicate with an identified audience. **(no subcategories)**

WEBSITE

Any website designed to communicate with an identified public.

Subcategories:

- **Primary website**
- **Special-purpose / microsite**

WRITING

Any piece of writing that demonstrates excellence in communicating with an identified public. This includes speeches, news releases, scripts, editorials, articles, etc. **(no subcategories)**