

# PRESTIGE *Awards*

PRSA TAMPA BAY

**Presented by the  
Public Relations Society of America  
Tampa Bay Chapter**

## CALL FOR ENTRIES

The PRestige Awards are presented by the Public Relations Society of America (PRSA) Tampa Bay chapter, the oldest and largest chapter in Florida. The chapter's PRestige Awards recognize outstanding public relations programs by Tampa Bay area practitioners and organizations.



## APPLY TODAY *Deadline Extended*

**Early Deadline:** Friday, July 10, 2015

**PRSA Tampa Bay Member:** \$45 per entry

**Non-Member:** \$70 per entry

**Final Deadline:** Friday, July 24, 2015

**PRSA Tampa Bay Member:** \$55 per entry

**Non-Member:** \$80 per entry

Process your payment online at [PRSATampaBay.org](http://PRSATampaBay.org). All entry fees are non-refundable. There is no limit to the number of entries that can be submitted. Entries become the property of PRSA Tampa Bay. The decisions of the judges are final.

## ENTRY DEADLINES

The early deadline for entries is 5 p.m. Friday, July 10, 2015. The final deadline is 5 p.m. Friday, July 24.

Entrants must pay online and upload their campaign files via the chapter webpage at [PRSATampaBay.org](http://PRSATampaBay.org). Entries must be submitted in PDF format. No hard copy submittals are accepted. Read entry guidelines for additional information. Questions may be directed to [awards@PRSATampaBay.org](mailto:awards@PRSATampaBay.org).

## PRESTIGE AWARDS ENTRY GUIDELINES

### Programs and Products Categories

- At least some part of the entry must have occurred in 2014. Completed programs that include clearly stated, quantifiable objectives with results measured against them have the strongest chances of winning.
- You must select one of two types of award entry. **Programs** are strategic public relations campaigns complete with research, planning, execution and evaluation. Tactics recognize excellence in individual items or components that contribute to the success of an overall program or campaign.
  - The summary for **programs** must not exceed two pages and must include each of the four criteria — research, planning, execution and evaluation. Results — qualitative, quantitative or both — should provide evidence of how the stated measurable objectives were met. Summaries should be typed using no smaller than a 10-point Times New Roman font and one-inch margins.
  - The summary for **tactics** must not exceed one page and must include measurable objectives, target audiences, budget and any other specific information requested in the individual category. Results — qualitative, quantitative or both — should provide evidence of how the stated measurable objectives were met, and how the entry impacted the success of a broader or ongoing program. Summaries should be typed using no smaller than a 10-point Times New Roman font and one-inch margins.
- You may submit your entry for more than one category. However, it must apply to the specific criteria stated within each category. Each entry must be submitted with a separate summary, entry form and entry fee. Judges will not move entries to better-suited categories.



- The entry form must be the cover page and include the following:
  - Category entered (e.g., Program-Internal Communications)
  - Title of the entry
  - Submitter’s contact information – name, phone number, email address, and company/organization
  - Entry information – name of the organization/client (up to three names can be included on the award)
  - 100-word description of the entry
  - Total fee submitted with the entry (indicate if PRSA member or not)
- All entrants must confirm that every element of their entries comply with the ethical standards of the profession, as embodied in the PRSA Code of Ethics. Should your entry have an aspect of “ethics performance” that is both instructive and vital to your program, please include a short commentary.

## SUBMITTING ENTRIES

All entries should be submitted electronically in a PDF format with the entry information on the first page as the cover page. Following the entry form should be the summary outlining the necessary criteria. Follow the summary with all supplemental materials referenced in your category. Insert a title page for each section to provide easy navigation for your entry.

Other than scanned collateral materials, the pages in your entry should be no larger than 8.5 by 11 inches and have a minimum of 10-point Times New Roman font and one-inch margins. Examples of supporting materials are research and evaluation reports, surveys, media releases, clippings, reach results, videos, photos, and samples of tactical materials.

Supplemental materials may also be linked to live content on the Web. It is highly recommended that you provide multiple file extensions for any video to ensure it may be viewed on various platforms. **Do not send emails larger than 10 MB.** If your content is too large, upload it to a separate server and provide a link to the content. If you encounter problems, email your entry to [awards@PRSATampaBay.org](mailto:awards@PRSATampaBay.org). Only applications paid in-full will be considered complete.

## PROGRAM AWARDS

### Showcase your public relations campaigns

The program categories honor outstanding achievement in public relations programs. This can include a number of items listed in the tactic categories as well as other supplemental materials.

Supplemental materials are those materials relevant to the program, such as brochures, media kits, media clips, CDs or audio-visual. Be selective when choosing your supplemental materials and include only those with the most important and relevant information. It is sufficient to include samples of completed work and collected data with brief explanations of the remaining materials.



## PROGRAM JUDGING AND SCORING CRITERIA



The PRSA Tampa Bay chapter uses the criteria set forth below:

- Research (25 percent) – The methods used to identify the problem or opportunity and the approaches used.
- Planning (25 percent) – The objectives and audiences, including any difficulties encountered, with special consideration given to strategy and originality of approach. This should include the effective use of a budget. Note that advertising costs should not exceed one-third of the budget.
- Execution (25 percent) – Implementation and quality of materials, including writing, and the imaginative and effective use of available public relations tools and techniques.
- Evaluation (25 percent) – The entrant’s evaluation of the program’s success and results in achieving identifiable objectives. Consideration will be given for the quality of analysis, including efforts made to identify, analyze and quantify results, and any initiatives suggested or taken as a result of this appraisal.

## PROGRAM ENTRY CHECKLIST

- Cover page including the entry information outlined on Page 2
- Two-page summary that addresses all judging criteria and supporting materials
- Confirmation of paid entry fees

## Program Categories

### 1. Community Relations

Includes programs that aim to improve relations with, or seek to win the support or cooperation of, people or organizations in communities in which the sponsoring organization has an interest, need or opportunity. “Community” in this category refers to a specific geographic location or locations.

### 2. Public Service

Includes programs that advance public understanding of societal issues, problems or concerns.

### 3. Internal Communications

Includes programs targeted specifically to special publics directly allied with an organization, such as employees, members, affiliated dealers and franchisees.

### 4. Consumer Initiatives, Products and Services

Includes programs designed to introduce new products or services or to promote existing products or services to a consumer audience.

### 5. Business-to-Business (B-to-B) Initiatives, Products and Services

Includes B-to-B programs designed to introduce new initiatives, products or services, or to promote existing products or services to customers and/or a business audience.

### 6. Crisis Communications

Includes programs undertaken to deal with an unplanned event or issue that required an immediate response.

### 7. Diverse or Multicultural Public Relations

Public relations programs specifically targeted to culturally diverse groups.

## **8. Public Affairs/Government Relations**

Includes programs specifically designed to influence public policy or affect legislation, regulations, political activities or candidacies at any government levels so that the entity funding the program benefits.

## **9. Reputation/Brand Management**

Programs designed to enhance, promote or improve the reputation of an organization with its publics or key elements of its publics, either proactively or in response to an issue, event or market occurrence.

## **10. Issues Management**

For programs undertaken to deal with issues that could extraordinarily affect ongoing business strategy.

## **11. Global Communications**

Includes any type of program, such as one related to reputation brand management, marketing or events planning, that demonstrates effective global communications implemented in more than one country.

## **12. Special Events – One day**

Includes programs or events scheduled for one day or less. Events may include commemorations, observances, openings, celebrations or other special activities.

## **13. Special Events – Two or more days**

Includes programs or events that take place a minimum of two days. Events may include yearlong anniversary or activities (commemorations, observances, celebrations, etc.).

## **TACTIC AWARDS**

### **Showcase your public relations tactics**

The tactic categories honor outstanding achievement in individual items or components that contribute to the success of an overall program or campaign. A public relations product typically refers to a single-item entry, although not exclusively, that is oriented to a single issue.

### **Tactic Judging and Scoring Criteria**

The following criteria apply to the Tactic Award categories. Media relations categories are not judged on technical excellence.

- Planning and Content (25 percent) – Judges will consider whether research was done and whether objectives and strategies were thoughtfully considered and clearly stated. They will also determine if the medium was a proper vehicle for attaining the stated objectives. Special consideration is given to strategy and originality of approach. Budget, timeline, and any applicable research should be included.
- Creativity and Quality (25 percent) – Judges will consider whether the messages were directly tied to the objectives and if the content was substantive, understandable, consistent and appropriate for the target audience. Level of uniqueness and creativity also will be assessed.
- Technical Excellence (25 percent) – Judges will examine graphic or communication elements that set the entry apart and the quality of

production, with consideration for the scope of the project and its budget.

- Evaluation/Results (25 percent) – Judges will consider whether efforts, quantitative or qualitative, were made to assess the degree to which the entry met its stated objectives.

### **Tactic Entry Checklist**

- Cover page including the entry information outlined on Page 2
- One-page summary that addresses all judging criteria and supporting materials
- Confirmation of paid entry fees

### **Tactic Categories**

#### **1. Media Relations**

Tactics, programs and events driven entirely by media relations. Entrants should submit media releases, media advisories, pitch letters, requests for coverage, etc., along with the one-page summary that includes measurable objectives and results, such as evidence of the resulting media coverage. Entrants should also upload or provide YouTube or Vimeo links to any television or radio coverage.

#### **2. Annual Reports**

Publications that report on an organization's annual performance. Entrants should submit the one-page summary with a link to the digital annual report.

#### **3. Magazines/Periodicals**

Publications designed to provide in-depth information about an organization or topic on a regular basis. Magazines typically are differentiated from newsletters by the number of pages and length of articles. Entrants should submit three consecutive issues electronically along with the one-page summary.

#### **4. Newsletters**

Publications designed, written and published periodically to provide brief and timely information to target audiences while supporting an organization's overall objectives. Entrants should submit three consecutive issues electronically, along with a one-page summary. For digital newsletters, entrants should submit the one-page summary with links to each newsletter.

#### **5. Writing**

Feature articles, hard news, columns, or speeches that have been written by a practitioner, and submitted and published through his/her efforts. Submit text of writing, as well as documentation of publication, if applicable. The one-page summary should include target audience, measurable objectives and any documented results.

#### **6. Media Kits**

News releases, photographs and other background information compiled for an organization, product or issue. Entrants should submit one copy of the press kit or media kit electronically along with the one-page summary. For digital press kits or media kits, entrants should submit the one-page summary with links to the digital press kit or media kit.

#### **7. Brochures**

Pamphlets, booklets or other small publications designed to inform a target

audience about an organization, product, service or issue. Entrants should submit one copy of the publication electronically, along with the one-page summary. For digital brochures, entrants should submit the one-page summary with a link to the digital brochure.

**8. Audio-Visual Productions**

Pre-produced videos distributed online to inform target audiences of an event, product, service, issue or organization. Entrants should upload or provide YouTube or Vimeo links to the video(s). The one-page summary should include usage statistics or other means of quantified measurement to support objectives.

**9. Websites**

Use of a website as part of a public relations program. Entrants should include screen grabs or copies of key pages to support their one-page summary. Additionally, entrants should include the website URL for external sites. Online media rooms should be for media only.

**10. Social Media**

Use of social media, including Facebook, Twitter, LinkedIn, Google+, Pinterest, Instagram, etc., as part of a public relations program. Entrants should include screen grabs or copies of key pages to support your one-page summary. Additionally, entrants should include the website URL for external sites.

**11. Blogs**

Use of blogs, on Web-based journals, that communicated either a corporate, public service or industry position. The one-page summary should include rationale for blogging strategy, target audiences and statistics, or other means of quantifiable measurement to support stated objectives. Screen downloads of the blog being entered, as well as the actual site URL, must be submitted as part of the story.

**ABOUT PRSA TAMPA BAY AND THE SUNSHINE DISTRICT**

PRSA's Tampa Bay chapter represents more than 220 public relations professionals from around west-central Florida. The Tampa Bay chapter is a part of the Sunshine District, which includes seven chapters throughout Florida. The Sunshine District is one of 10 PRSA districts nationwide and provides educational resources, scholarships and professional development opportunities for the industry's leading professionals.

Its members represent many facets of public relations, including media relations, employee communications, government relations, customer communications, social and digital media, community relations, and financial communications.

