

2024 Call for Entries

PRESTIGE *Awards*

Presented by

Public Relations Society of America

Tampa Bay

The PReStige Awards program recognizes outstanding public relations programs and tactics by Florida practitioners, students, and organizations, and is open to both PRSA members and non-members.



PRSA
Tampa Bay Chapter

CALL FOR ENTRIES

ENTRY DEADLINES

Regular Deadline: Friday, Oct. 4, 2024

PRSA Tampa Bay Member: \$70 per entry

PRSA Tampa Bay Member at registered 501(c)3 organization*: \$50 per entry

Non-member: \$90 per entry

Late Deadline: Friday, Oct. 25, 2024

PRSA Tampa Bay Member: \$100 per entry

PRSA Tampa Bay Member at registered 501(c)3 organization*: \$80 per entry

Non-member: \$120 per entry

**Entrants who wish to receive the discounted rate for registered 501(c)3 organizations may be asked to submit their organization's W-9 form indicating tax-exempt status to receive the discounted rate.*

***All students enter for free and must submit using an ".edu" email address.*

Entrants must submit their entry and pay their entry fee online, via PayPal, through the PRSA Tampa Bay system, at <https://prsaprestige.secure-platform.com/site/>. No hard-copy submittals are accepted. All entry fees are non-refundable, all judges' decisions are final, and all entries become the property of PRSA Tampa Bay. Any questions about the PRestige Awards program should be sent to awards@PRSATampaBay.org.

PRESTIGE AWARDS ENTRY GUIDELINES

- At least some part of the entry must have occurred in 2023. Completed programs that include clearly stated, quantifiable objectives with results measured against them have the strongest chances of winning.
- Select one of two types of award entry. **Campaigns** 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 **Campaigns** must include four criteria: research, planning, execution and evaluation. Results — qualitative, quantitative or both — should provide evidence of how the stated measurable objectives were met.
 - The summary for **Tactics** must include measurable objectives, target audiences, budget and other specific information. Results — qualitative, quantitative or both — should provide evidence of how measurable objectives were met, and how the entry impacted the success of a broader or ongoing program.
- 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.

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- The entry form must include the following:
 - Category entered (e.g., Campaign-Internal Communications)
 - Title of the entry
 - Submitter’s contact information – name, phone number, email address, and organization
 - Entry information – name of the organization/client (up to three names can be included on the award)
 - 50-word description of the entry
 - Total fee submitted with the entry (indicate if PRSA member or not)
- All entrants must submit their entry and pay their entry fee online, via PayPal, through the PRSA Tampa Bay system, at <https://prsaprestige.secure-platform.com/site/>. To create an account and submit an entry, follow these steps:
 1. After going to <https://prsaprestige.secure-platform.com/site/>, create an account by clicking on the “Start Application” link on the right, completing the appropriate fields, and clicking on the “Register” button at the bottom.
 2. The next screen should take you to an award entry form. Complete the form by first selecting if you’re a current PRSA Tampa Bay member or not, selecting if you’re a 501(c)3 organization or not, and selecting if you agree to the rules in the 2024 Call for Entries guide. Then complete all the remaining required fields to describe your campaign or tactics by selecting “Campaign” or “Tactics” from the drop-down menu and then selecting the appropriate category for either under the following drop-down menu, providing a title and description (which would be used if your entry is selected a winner), and filling in information for the “Research,” “Planning,” “Execution,” and “Evaluation” fields. Finally, if you would like to include any materials to support your entry, such as text documents, images, or videos, upload them using the “Choose File” buttons at the bottom of the form. The maximum size for each file is 45 MB. For items larger than this size, you may use the Dropbox tool, by clicking the “Choose File” button, to link to the item from a separate Dropbox account. When finished with your entry form, click on the “Add to Cart” button at the bottom.
 3. On the next screen, click the “Checkout” button at the bottom.
 4. On the next screen, click on the “Process” button, which will then take you to a PayPal payment screen, and then complete the steps at the PayPal payment process to finish submitting your entry. After you successfully complete the payment process and submit your entry, you will receive a confirmation message at the top of the next screen and also receive an email confirmation.
- If you encounter any problems or have any questions, please contact the PRestige Awards Committee at awards@PRSATampaBay.org.
- All entrants must confirm every element of their entries complies 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 incorporates instructive PRSA Ethics and is vital to your program, please include a short commentary.

CALL FOR ENTRIES

CAMPAIGN AWARDS

Showcase Your Public Relations Campaigns

The campaign categories honor outstanding achievement in public relations campaigns. This can include a number of items listed in the tactics categories as well as other supplemental materials.

CAMPAIGN JUDGING AND SCORING CRITERIA

The PRSA Tampa Bay chapter uses the following criteria:

- Research (25%) – The methods used to identify the problem or opportunity and the approaches used.
- Planning (25%) – 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. It is important to include clearly stated, measurable objectives.
- Execution (25%) – Implementation and quality of materials, including writing, and the imaginative and effective use of available public relations tools and techniques.
- Evaluation (25%) – The entrant’s evaluation of the campaign’s success and results in achieving measurable objectives as identified in the planning portion of the campaign. 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.

CAMPAIGN CATEGORIES

1. 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.

2. 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.

3. 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.

4. Crisis Communications

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

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CAMPAIGN CATEGORIES (CONT.)

5. Integrated Communications

Activities that employ creative and effective integration of public relations strategies and tactics with other promotional marketing communications, such as advertising and interactive communications.

6. Internal Communications

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

7. Multicultural and Diversity

For any type of program, such as institutional, marketing and community relations, specifically targeted to a cultural or minority group.

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 campaign benefits.

9. Public Service

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

10. Reputation Management

Campaigns 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.

11. Social Media

Social media are primarily internet and mobile-based tools for sharing and discussing information among people. You must use at least two different social media tools to be considered a campaign.

12. Special Events – One Day

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

CALL FOR ENTRIES

TACTICS AWARDS

Showcase Your Public Relations Tactics

The tactics categories honor outstanding achievement in individual areas 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.

TACTICS JUDGING AND SCORING CRITERIA

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

- **Planning and Content (25%)** – 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%)** – 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%)** – 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%)** – Judges will consider whether efforts, quantitative or qualitative, were made to assess the degree to which the entry met its stated objectives.

TACTICS CATEGORIES

1. 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.

2. Blogs

Web-based logs, or blogs, 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 and actual site URL must be submitted with the entry.

3. 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.

CALL FOR ENTRIES

TACTICS CATEGORIES (CONT.)

4. Magazines and Periodicals

Printed or digital documents designed to provide in-depth information about an organization or topic on a regular basis. Must exceed four pages. Entrants should submit two consecutive issues electronically with one-page summary.

5. Media Kits

News releases, photographs and other background information compiled for an organization, product or issue. Entrants should submit one copy of the media kit electronically along with the summary.

6. Media Relations

Tactics, programs and events driven entirely by media relations. Entrants should submit media releases, 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.

7. Newsletters

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

8. Social Media

Use of social media, including Instagram, TikTok, Facebook, LinkedIn, X, Pinterest, etc., as part of a public relations program. The successful use of various platforms is preferred. Entrants should include screen grabs or copies of key pages to support their summary.

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 summary. Additionally, entrants should include the website URL for external sites.

10. Writing

Feature articles, hard news stories, columns, or speeches written by practitioners, and submitted and published through their 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.

11. Press Releases

For releases that are 500 words or less (must include proof of production or publication).

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TACTICS CATEGORIES (CONT.)

12. Videos – Long-Form Production

Any-purpose video longer than 60 seconds. Entrants should upload or provide YouTube, Vimeo or TikTok links to the video(s). The one-page summary should include usage statistics or other means of quantified measurement to support objectives.

13. Videos – Short-Form Production

Broadcast or web commercials and other videos up to 60 seconds used for broadcast, web or both. Entrants should upload or provide YouTube, Vimeo or TikTok links to the video(s). The one-page summary should include usage statistics or other means of quantified measurement to support objectives.

ABOUT PRSA

The Public Relations Society of America, based in New York City, is the world's largest organization for public relations professionals. The Society has nearly 31,000 professional and student members. PRSA is organized into more than 100 chapters nationwide and 14 professional interest sections, which represent businesses and industries, counseling firms, independent practitioners, military organizations, government organizations, associations, hospitals, schools, professional services firms and nonprofits.

PRSA TAMPA BAY

Since 1964, the Tampa Bay Chapter of the Public Relations Society of America (PRSA) has been the premier public relations organization in Tampa Bay area and beyond. PRSA Tampa Bay is one of the largest professional organizations in the communications industry. Serving more than 250 members across west central Florida, the chapter includes members that hail from corporations, private businesses, counseling firms, government organizations, associations, hospitals, schools, professional services firms, independent practitioners and nonprofits. Members enjoy unmatched learning and networking opportunities. The Tampa Bay chapter is a part of the Sunshine District, which includes seven chapters throughout Florida.

PRSA SUNSHINE DISTRICT

The Sunshine District represents more than 1,000 public relations professionals from 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.