

# 2023 Blue Ridge Chapter Summit Awards



Submit entries online at [www.prsa-blueridge.org](http://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, 2022 and ending October 1, 2023. It is the entrant's responsibility to communicate entry information to all interested/participating parties such as agencies, clients, etc.

## 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 tactics used in a campaign may be entered in multiple tactics categories.

## AWARDS PRESENTATION

Awards will be presented as part of the February 2024 meeting of the Blue Ridge Chapter of PRSA.

## ENTRY SUBMISSION

**Entries must be submitted online via the PRSA Blue Ridge website at [www.prsa-blueridge.org](http://www.prsa-blueridge.org).**

## ENTRY FEES (NON-REFUNDABLE)

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

Early Bird Entries (deadline is October 31):

- PRSA Blue Ridge members: \$65 each entry.
- Non-members: \$85 each entry.\*
- Student entries: PRSSA members: \$35
- Non-member students: \$50 each entry.\*

Regular Entries (*EXTENDED deadline is December 8*)

- PRSA Blue Ridge members: \$80 each entry.
- Non-members: \$100 each entry.\*
- Student entries: PRSSA members: \$40
- Non-member students: \$55 each entry.\*

## JUDGING GUIDELINES

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

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## ENTRY INSTRUCTIONS

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

- One page summary (see details below).
- At least two suitable images (JPEG, GIF, PNG, PDF) that in some way represent the work. These images will not be judged, but will be used as part of the awards presentation.
- A typed 75-word brief overview of the submission providing highlights of the entry. This will be used as part of the awards presentation.

## ENTRY SUMMARY

Entries must include a summary no longer than one page in Word or PDF format (10 point font or larger). *Any summary that is longer than one page will incur a penalty.*

**The summary is the single most important element of the overall entry for the judges. Make sure your summary accurately addresses each of the following assessment areas:**

### 1. RESEARCH

Give a situation analysis and describe the process used to identify problems or opportunities to be addressed.

### 2. PLANNING

Describe the goals and measurable objectives of the public relations campaign or tactic. **Be specific!** Include target audience(s), strategies and tactics. Highlight any originality and/or creativity.

### 3. IMPLEMENTATION

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, if available.

### 4. EVALUATION

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

Entries will be assessed based on a 100-point scale as follows:

- Research: 17 points maximum
- Planning: 25 points maximum
- Implementation: 25 points maximum
- Evaluation: 33 points maximum
- *Followed entry rules: 5 bonus points*

## ENTRY MATERIALS

Support your work with photos, videos, letters, scripts, storyboards, news clippings, and copies of any materials used in the project. All entries must include an active URL for judges to access the website. **All materials must be uploaded to a cloud-based folder, including the summary, overview, relevant images and all supporting information.**

**It is very important that all cloud-based materials have permissions set so that anyone can view the materials, as there will be multiple judges reviewing each entry. Failure to do so could be detrimental to your entry.**

# 2023 Blue Ridge Chapter Special Awards



Submit entries online at [www.prsa-blueridge.org](http://www.prsa-blueridge.org)

**Best-In-Show:** A Best-in-Show Award will be presented to the entry receiving the highest point total in each category (campaigns and tactics).

All categories are eligible for Best-in-Show with the exception of the student portfolio category. No additional entry fee is required.

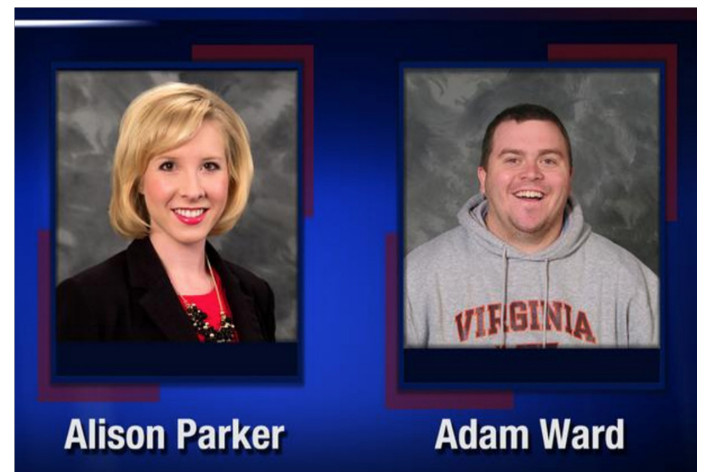
**Lin Chaff Award for Creativity:** The Lin Chaff Award is named in honor of Lin Chaff, a founding member of the PRSA Blue Ridge Chapter. This award recognizes the overall most creative entry based on the creative execution of the campaign or tactic. Creativity could be evaluated based on overall creative design or on the creative approach to meet the stated goals and objectives. All entries are eligible and no additional entry fee is required.

**Shooting Star Award:** The Shooting Star Award honors the PRSA Blue Ridge chapter member who, in the previous year, represented the best in public relations as an outstanding example of the management function that establishes mutually beneficial relationships between an organization and the public upon whom its success or failure depends. Nominations may be made by current PRSA Blue Ridge chapter members via a separate entry form at [www.prsa-blueridge.org](http://www.prsa-blueridge.org). Nominations are due by December 8, 2023. There is no fee to submit a nomination.

## **Adam & Alison Award for Media Excellence:**

This award is presented to an individual member of the news media that exemplifies excellence in fair and accurate reporting. Please include a brief description of why this person exemplifies excellence in media. Nominations may be made by current PRSA Blue Ridge chapter members via a separate entry form at [www.prsa-blueridge.org](http://www.prsa-blueridge.org). Nominations are due December 8, 2023. There is no fee to submit a nomination.

*This award is given in memory of videojournalist Adam Ward and reporter Alison Parker from Roanoke television station WDBJ, who were lost in a tragic attack on August 26, 2015.*



# 2023 Blue Ridge Chapter Campaigns



Submit entries online at [www.prsa-blueridge.org](http://www.prsa-blueridge.org)

## **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.

## **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.

## **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.

## **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 that demonstrate proficiency in the RPIE process.

**(not considered for best in show)**

## **INTERNAL COMMUNICATIONS**

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

## **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.

## **SPECIAL EVENTS**

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

### **Subcategories:**

- **Events lasting two (2) days or less**
- **Events lasting longer than (2) days**

# 2023 Blue Ridge Chapter Tactics



Submit entries online at [www.prsa-blueridge.org](http://www.prsa-blueridge.org)

## **ANNUAL REPORT**

Any product (e.g. publication, video, website, multimedia) that reports on an organization's annual performance.

## **EARNED MEDIA**

This category includes tactics, programs and events driven entirely by media relations or through the direct involvement of the practitioner. Include all related press releases/advisories, media materials, clips/videos, requests for coverage, etc.

Feature stories must have been written/created entirely or substantively by the entrant - not merely "pitched." Include the original written material and example/documentation of publication.

Executive communication includes the positioning of an executive at any level across earned, owned, and share platforms. The one-page summary should include information about the executive and stated objectives, quantification of results as well as copies of significant placements, social media, posts or memos.

### **Subcategories:**

- **Executive Communications**
- **Media Relations**
- **Published feature stories**

## **PAID MEDIA**

The use of social media as part of a public relations program, or paid advertising (print or online) written in an editorial fashion to gain support for a product, issue, program or organization. Include URLs, text of content and documentation of publication, Include specific paid media budget.

## **PUBLICATIONS**

Special-purpose one-time or recurring publications (print or electronic) designed to provide in-depth information about an organization or topic. The number of pages and length of articles typically differentiate magazines from newsletters. For recurring publications, submit consecutive issues published during the 12-month period of the Summit Awards competition.

### **Subcategories:**

- **One-time publication - single page**
- **One-time publication - multiple pages**
- **Magazines & Newsletters**

## **PUBLIC SERVICE ANNOUNCEMENT**

Any single printed or electronic piece (including video) designed to provide information about a public issue or event. No paid campaigns may be submitted in this category.



# 2023 Blue Ridge Chapter Tactics



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## **SHARED MEDIA (earned)**

Any earned social media effort as part of a public relations program to communicate with an identified audience (*may not include paid media*). Include platform-specific metrics.

Written posts entries include any engagement utilizing words and photos to communicate with a specified audience. Video/streaming posts primarily use video (live or recorded) as the means of engagement with a specified audience.

### **Subcategories:**

- **Social Media written post engagement (may include photos)**
- **Social Media video/streaming post engagement**

## **VIDEO**

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

### **Subcategories:**

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

## **WEBSITE**

Any website designed to communicate with an identified public.

## **WRITING**

Any piece of writing that demonstrates excellence in communicating with an identified public. This includes speeches, news releases, scripts, editorials, articles, etc.

**Some helpful tips:** The one page 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 your stated goals and objectives, including results.

Want to save a little money? Submit your entry by the **October 31** early bird deadline. **NO** entries will be accepted after the extended final deadline of **December 15**.