

2021 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, 2020 and ending September 1, 2021. 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 at www.prsa-blueridge.org.

ENTRY FEES (NON-REFUNDABLE)

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

DEADLINES HAVE BEEN EXTENDED!!!

Early Bird Entries (deadline is October 16):

- PRSA Blue Ridge members: \$55 each entry.
- Non-members: \$70 each entry.*
- Student entries: PRSSA members: \$25
- Non-member students: \$40 each entry.*

Regular Entries (deadline is October 31)

- PRSA Blue Ridge members: \$70 each entry.
- Non-members: \$85 each entry.*
- Student entries: PRSSA members: \$30
- Non-member students: \$45 each entry.*

JUDGING GUIDELINES

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

AWARDS PRESENTATION

Originally we had hoped for an in-person celebration later this fall. Unfortunately, we have to move to a virtual celebration. More details coming at www.prsa-blueridge.org.

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

2021 Blue Ridge Chapter Summit Awards

Submit entries online at www.prsa-blueridge.org

ENTRY INSTRUCTIONS

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

- One page summary (see details below).
- At least four suitable images (JPEG, GIF, PNG, PDF) that in some way represent the work.
- A short video (about 30 seconds) describing the entry. Please record this video in landscape or horizontal mode. These images and video will not be judged, but will be used as part of the awards presentation.
- A typed 75-word brief overview of the submission calling out highlights from the entry in each judging criteria area. Please submit this overview in Microsoft Word format.

ENTRY SUMMARY

Entries must include a summary no longer than one page in Microsoft Word format. 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

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

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.

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 weighted scale with 25% of the total score based on planning, 25% based on 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 an active URL for judges to access the website. All materials must be uploaded in a digital format. **Due to file size restrictions imposed by the online judging platform, any files larger than 5MB must be uploaded to a cloud based site (i.e. Dropbox, Google Drive, or OneDrive). Entrants can then submit links to these cloud-based supporting materials.**

It is very important that these cloud-based materials have permissions set so that anyone can view the materials, as there will be multiple judges reviewing each entry.

2021 Blue Ridge Chapter Special Awards

Submit entries online at www.prsa-blueridge.org

COVID-19 Response Award: This category was added to recognize the tremendous work done by communications professionals during the response to the pandemic. Entries that are related to an entrant's COVID-19 response should be noted in the entry form. All COVID-19 related entries are eligible and no additional entry fee is required. This award will be presented to the entry that demonstrates the most effective communications response to COVID-19.

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.

COVID-19 Communicators Award: The COVID-19 Communicators Award honors the PRSA Blue Ridge chapter member or members who, since the beginning of the pandemic, have acted as shining examples of the PR profession in the face of great adversity and uncertainty. PRSA Blue Ridge chapter members are eligible to submit nominations via a separate entry form at www.prsa-blueridge.org. Nominations are due by October 31, 2021. There is no fee to submit a nomination.

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. Nominations are due by October 31, 2021. 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. Nominations are due October 31, 2021. 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.



Alison Parker



Adam Ward

2021 Blue Ridge Chapter Campaigns

Submit entries online at 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.

(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**

2021 Blue Ridge Chapter Tactics

Submit entries online at www.prsa-blueridge.org

ANNUAL REPORT

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

(no subcategories)

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 - for-profit organizations**
- **Media Relations - non-profit organizations**
- **Media Relations - government agencies / educational institutions**
- **Published feature stories (not owned media)**

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 budget.

Subcategories:

- **Sponsored content**
- **Social media (paid)**

PUBLICATIONS (one time)

Special-purpose one-time publications (print or electronic) designed to provide in-depth information about an organization or topic. Submit a .pdf file of the publication.

Subcategories:

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

PUBLICATIONS (recurring)

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. Submit consecutive issues published during the 12-month period of the competition, if appropriate.

Subcategories:

- **Magazines**
- **Newsletter - external audiences**
- **Newsletter - internal audiences**

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.

(no subcategories)

2021 Blue Ridge Chapter Tactics

Submit entries online at www.prsa-blueridge.org

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.

Influencer/blogger includes a proactive outreach to the online community on behalf of a product, service or organization. The one-page summary should include rationale for the outreach strategy, statistics or other means of quantifiable measurement to support stated objectives, as well as a copy of (a) the outgoing messages and (b) the resulting online posts/blogs either as uploads and/or the actual site URLs.

Subcategories:

- **Facebook engagement**
- **Instagram engagement**
- **Twitter engagement**
- **YouTube engagement**
- **Other social media (excludes those listed above)**
- **Influencer/Blogger 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.

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)

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 your stated goals and objectives.

Want to save a little money? Submit your entry by the extended October 16 early bird deadline. **NO** entries will be accepted after the final extended deadline of October 31.