

Call For Entries 2011 Crystal Awards

West Virginia Chapter

PRSA

Public
Relations
Society of
America

Crystal Awards
Sponsors

Crystal Awards Gala
Wednesday, June 15, 2011 TBA

Early Submissions
Monday, March 14, 2011

Standard Submissions
Monday, March 21, 2011

Late Submissions
Wednesday, March 23, 2011

Drop off and shipping locations TBA

Check prsawv.org or email we.are.pr@prsawv.org for more information

CAMPAIGNS

Campaign group entries are judged on achieving stated objectives and goals. Judges consider professional standards, creative solutions and attention to research, planning, execution and results. A campaign involves more than one example of the work performed such as multiple broadcast commercials or multiple prints, a combination of different media types, etc. Single work products should be entered as a Project.

JUDGING CRITERIA

RESEARCH

Analyze or describe the situation on which the program is based. When addressing the actual research component, describe who specifically initiated the research. Was it in response to a current or potential problem or opportunity?

PLANNING

How do the plans correlate to the research findings? Who was involved in the planning? In general terms, what was the plan? For example, what were the specific objectives of the program? Who were the target audiences? What was the overall strategy implemented? What materials were used? What was the budget?

EXECUTION

How were the plans executed and what were the results? In general terms, how did the activities flow? Were there any difficulties encountered? If so, how were they handled? Were other organizations involved?

EVALUATION

What method(s) of evaluation were used? How did the results related to research findings? How did results relate to strategic objectives? (Note: media circulation figures are not acceptable as the only means of quantitative measurement.)

Judges also look for correct grammar, spelling, punctuation and production values not only in the work product you submit for judging, but in your entry write-ups and supporting materials.

METHOD OF ENTRY

Entries must be submitted in one hardcover, three-ring binder, no more than three inches thick, with 8 1/2" x 11" pages.

Campaign entries are limited to two-page, typed summary that addresses the research, planning, execution and evaluation stages. Appropriate exhibits and supporting documents should be included in tabbed sections of the entry binder. The first section of the binder should contain your entry form and the two-page summary. The entry form, if possible, should be placed in the front pocket of the binder.

PROJECTS

Project group entries are judged on their own merits according to professional public relations standards related to the following criteria. A project is a single activity or work product.

JUDGING CRITERIA

PLANNING

Who was involved in the planning? In general terms, what was the plan? For example, what were the specific objectives of the program? Who were the target audiences? What was the overall strategy implemented? What materials were used? What was the budget? What were the results?

QUALITY OF WORK

Judges look for correct grammar, spelling and punctuation. Design, print quality, originality and creativity are judged based on industry standards.

METHOD OF ENTRY

Projects must be submitted in an unmarked pocket folder or three-ring binder with a one-page typed summary and a copy of the entry form. A separate folder/binder, entry form and summary are required for each project. The entry form, if possible, should be placed in the front pocket of the binder.

CRYSTAL AWARDS 2011 CATEGORIES

CAMPAIGNS

A1 Community Relations

Programs that seek to win the support or cooperation of, or that aim to improve relations with, people or organizations in communities in which the sponsoring organization has an interest, need or opportunity. Communities can be internal, external or both.

A2 Special Events and Observances - Seven days or less

Programs or events scheduled for one to seven consecutive days (not including planning and preparation). Events may be commemorations, observances, openings, celebrations or other special activities.

A3 Special Events and Observances - Eight days or more

Programs or events that take place for more than seven days (for example a year-long anniversary celebration).

A4 Crisis Communications

Programs undertaken to deal with an event that has, or may have, an extraordinary negative impact on you or your client.

A5 Internal Communications

Programs targeted specifically to special publics within an organization (for example, employees or members).

A6 External Communications

Programs targeted to communicate organizational goals or programs to an external audience.

A7 Integrated Communications

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

A8 Social Media

Social media are primarily Internet and mobile-based tools for sharing and discussing information among people. This category requires the use of at least two different social media tools as part of the campaign.

PROJECTS

B1 Annual Reports

B2 Internal Communications

- a. Magazine - nine pages or more
- b. Newsletter - eight pages or less

B3 External Communications

- a. Magazine - nine pages or more
- b. Newsletter - eight pages or less

B4 Writing (must include proof of production or publication)

- a. Scripts
- b. News releases - 1000 words or less
- c. Articles - more than 1000 words

B5 Press Kits

B6 Collateral Materials

- a. posters
- b. brochures
- c. invitations
- d. logos
- e. direct mail
- f. holiday cards

B7 Special Purpose Publications

- a. single issue newsletters/booklets
- b. books

B8 Audiovisual Presentations

B9 Interactive Communications

- a. web sites
- b. intranets
- c. online publications

B10 Social Media

Social media are primarily Internet and mobile-based tools for sharing and discussing information among people.

B11 Research **NEW!**

All successful public relations activities start with good research. This project category asks you to take the research component you have done for a campaign or project and present it as if it were a stand-alone project.

ENTRY INFORMATION

ELIGIBILITY

Members of the West Virginia Chapter of PRSA, non-member public relations practitioners and students based or working in West Virginia are eligible. The majority of the activities must have taken place between January 1 2010 and March 1, 2011. Work entered can be for any client, not just those based in West Virginia. A campaign or project can be entered in more than one category; however, there is a fee for each entry.

AWARDS

There are two levels of honors presented as part of PRSA-WV's Crystal Award program. There are first place **Crystal Awards** and **Honorable Mention** awards. Judges may give one or more of each award in any given award group and category. Crystal Awards and Honorable Mentions are awarded based on the judges' scores. Depending on the judging results Crystal Awards can be presented without Honorable Mentions and Honorable Mentions may be presented without Crystal Awards. Awards are not presented just because an entry has the first or second highest score in a category.

AWARD GROUPS

- **Business/Industry** – All for-profit business entries
- **Political and Issue Management** – Any work of a political or issue nature related to elections or issue management regardless of the type of business for which the work was performed..
- **Not-for-Profit** – Includes all health and welfare organizations, government agencies, public schools, higher education and not-for-profit groups including associations and chambers of commerce
- **Pro Bono** – Any work provided by an agency or practitioner without charge for their time or services. While there may be costs associated with the project in the form of creative, placement, production, etc., there can be no cash or in-kind payment to the agency or practitioner for work performed. Pro Bono entries should be submitted by the individual or group who did the work, not the individual or group who benefited from the work.
- **Student** – Any public relations work performed by full-time college students or college class projects. PRSSA membership is not required. College and University faculty and administrators can submit work performed by students under their supervision. Working professionals can enter work performed by college interns under their supervision.

SUBMISSION DEADLINES.

- **Early Bird - between Tuesday, March 1, 2011 and before 4 pm, Monday, March 14, 2011**
 - \$35 per entry for PRSA members
 - \$55 per entry for non-members
 - No fee for student entries
- **Standard - after Monday, March 14, 2011 and before 4 pm, Monday, March 21, 2011**
 - \$45 per entry for PRSA members
 - \$65 per entry for non-members
 - No fee for student entries
- **Late - after Monday, March 21, 2011 and before 4 pm. Wednesday, March 23, 2011**
 - \$55 per entry for PRSA members
 - \$75 per entry for non-members
 - No fee for student entries

Make checks payable to PRSA-WV.

PRSA-WV can only accept checks. Please contact PRSA-WV Executive Director Diane Slaughter at 304.984.0308 or we.are.pr@prsawv.org if you need to be invoiced.

NO ENTRIES WILL BE ACCEPTED AFTER 4 PM WEDNESDAY, MARCH 23, 2011

GENERAL INFORMATION

- Entry forms must be submitted in hard copy.
- Please include a 75-word electronic summary for each of your entries. These summaries do not go to the judges, but are used by the chapter online and during the Crystal Awards Gala. If you are submitting multiple entries, please clearly label each summary with the award group, category and the name of the person making the entry. Please submit them all on the same CD or disc.
- Please include one or more electronic images of each of your entries. Images must be in an EPS, GIF, JPEG, PDF or TIFF format. All images need to be at least 200 DPI. These images do not go to the judges, but are used by the chapter during the Crystal Awards Gala and to promote the Crystal Awards. If you are submitting multiple entries, please clearly label each image with the award group, category and the name of the person making the entry. Please submit them all on the same CD or disc. You can submit summaries and images on the same CD or disc.
- Please submit all CDs or DVDs in a jewel case or paper sleeve in order to help prevent them from being damaged during handling and shipping.
- As noted, judges will look for correct grammar, spelling and punctuation. This includes your entry write-up and other materials you submit to explain your entry.
- Every reasonable effort is made to guarantee that all of your entry materials will be returned to you after the Crystal Awards presentation. However it is possible that some of your materials may be lost when they are shipped back to us from judging.
- Please use at least a 10-point typeface. Support exhibits too large to fit the binder should be clearly labeled as to the entry.
- Binder cover art work and graphics are allowed. This should include the name of the entry, the award group and category and the name of the person and group submitting the entry.

SPECIAL AWARDS

Chapter members can submit nominations for four special awards which are presented during the Crystal Awards Gala. Awards are selected by PRSA-WV's officers and board.

Practitioner of the Year honors a chapter member responsible for the highest public relations accomplishments in West Virginia during the past year.

This award is presented every year. In 2010 it was presented to Lynn Swann.

Lifetime Achievement honors a chapter member for a career highlighted by a lifetime of professional success and ethical conduct.

This award is not presented every year. It 2000 it was presented to Ann Green.

Outstanding West Virginian honors an individual not working in a public relations position who, by their actions and conduct, has improved the image of West Virginia and West Virginians.

This award is not presented every year. In 2010 it was presented to WVU's Bob Huggins.

Chapter Service honors a chapter member who has provided outstanding service to help promote the goals and objectives of the chapter during the past year.

This award is presented every year. In 2010 it was presented to John Womack

PRSA-WV members may email a one-page, typed nomination to any PRSA-WV board member. The deadline for nominations is Monday, March 14, 2011.

HINTS ON PREPARING ENTRIES

- The early posting of our Call for Entries and the revised deadlines are designed to help you build entering Crystals into your normal business process. This allows you to prepare your Crystal entry whenever you complete a campaign or project and not have to wait months to see the award groups, categories or other requirements.
- There is an old adage that says you never know a subject until you teach it. The same logic applies to Crystal entries. You can never prepare your best entries until you have reviewed the entries of others.
 - ◆ If you are new to entering Crystals, ask others if you can see some of their old entries.
 - ◆ Each year PRSA-WV judges at least one awards program conducted by another chapter. In 2010 PRSA-WV judged an awards program conducted by PRSA-San Francisco which included a number of major national and regional campaigns. By judging entries from other chapters you get a chance to objectively review and analyze the work of other professionals and then apply that knowledge to your own entries. You can email we.are.pr@prsawv.org for judging opportunities.
- The chapter expects to hold at least one “Coffee Session” to discuss the Crystal Awards and answer questions about how to prepare entries.
- The PRSA-WV website (<http://www.prsawv.org/>) hosts Crystal Award archive information dating back to 1999. Reviewing these files will help you to see the types of campaigns and projects that have traditionally, and recently, been entered. These archives can also help you see which award categories are the most competitive and which are not.

TELLING YOUR STORY

PRSA-WV promotes Crystal Award and Honorable Mention winners on our website, in a statewide media release and in conjunction with the *State Journal*. Because we represent and promote all of the winners, we can not do specialized promotions of any specific winner or winning entry.

We urge you to promote your winning entries with media releases of your own to the general public, to the trade publications which serve you or your clients, the internal communication tools that serve you and your clients, on your websites and in any other ways you feel proper.