



*We're Looking for the  
True Jewels of Public Relations*

**Public Relations Society of America**  
East Central District

DIAMOND  
 AWARDS

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2011 Awards Competition

### *It's time for the Diamond Awards!*

The East Central District of the Public Relations Society of America is calling for shining examples of public relations campaigns and tactics for its 34th annual Diamond Awards competition. The Diamond Awards are presented to public relations practitioners who have successfully addressed a communications challenge with exemplary skill, creativity and resourcefulness.

The Diamond Awards are open to any public relations professional who is a member of the 15 chapters in the PRSA East Central District or any nonmember whose place of business is within the district's boundaries. The East Central District covers the states of Indiana, Kentucky, Michigan, Ohio, Pennsylvania and West Virginia.

This year's contest is proudly hosted by the PRSA Dayton Area Chapter - Dayton, OH.

**Entry Deadline – Monday, Sept. 19, 2011**  
**Late entries accepted until Monday, Sept. 26, 2011, with payment of late entry fee.**

Download your 2011 Diamond Awards category descriptions and entry forms now at [www.prsadayton.com](http://www.prsadayton.com) or at [www.ecd-prsa.org](http://www.ecd-prsa.org)!

**For More Information:**

Natasha Baker, APR, 2011 Diamond Awards Chair  
Fahlgren Mortine  
Office: 937-560-2851  
E-mail: [Natasha.Baker@fahlgren.com](mailto:Natasha.Baker@fahlgren.com)



### *Best of Show*

Winning entries representing the top three highest scores of all Diamond Award campaign categories will be considered for the annual **Best of Show Award.**

The award will honor the finest example of the East Central District's public relations programming.



formerly Penny/Ohlmann/Neiman, Inc.

**Sponsorship:**

Design sponsored by The Ohlmann Group. For more information, please visit [www.ohlmanngroup.com](http://www.ohlmanngroup.com) or call 937-278-0681.

## Divisions

- A:** Profit-oriented organizations, such as manufacturing firms, retail operations, agencies, service companies, utilities, etc.
- B:** Non-profit organizations, such as health and welfare agencies or cultural and community groups.
- C:** Local, state and federal government bureaus or agencies, armed forces, chambers of commerce and educational institutions.
- D:** Professional, trade, or industry associations or societies.

## Categories

- 1. Community Relations:** Designed to strengthen relations or build understanding between the organization and the community or any external public(s).
- 2. Institutional Relations:** Designed to impact an organization's stature, reputation or relations with its publics, including media.
- 3. Special Events And Observances:** Scheduled to heighten public awareness of an organization within a community or among public(s) or serve another unique purpose.
- 4. Public Service:** Designed to advance public understanding of a societal issue, problem or concern. (Similar programs conducted principally to enhance an organization's standing or to otherwise serve its interests directly should be entered in Category 2: Institutional Relations.)
- 5. Internal Communications:** Designed to improve relations among special publics directly allied with an organization, such as employees, members, affiliated dealers or franchisees.
- 6. Public Affairs:** Created to influence public policy and/or affect legislation, regulations, political activities or candidates at local, state or federal government levels for the benefit of the organization.
- 7. Marketing – Consumer Related:** Domestic or international programs or materials that introduce, publicize and promote products and services to a consumer audience.
- 8. Marketing – Business To Business:** Domestic or international programs or materials to introduce, publicize and promote products and services from one business to another business.
- 9. Crisis Communications:** Planned to manage the effect and/or reputation that an accident, natural disaster or other emergency situation has on an organization.
- 10. Investor Relations:** Directed to shareholders, other investors or the investment community.
- 11. Global Communications:** Demonstrates effective global communications implemented in two or more countries (one can be the U.S. but the program must include at least one other country).
- 12. Issues Management:** Undertaken to deal with issues that could have an extraordinary effect on ongoing business strategy.
- 13. Multicultural Communications:** Any program (i.e., institutional, marketing, community relations) specifically targeted to a cultural group.
- 14. Integrated Communications:** Employs creative and effective integration and leadership of public relations strategies and tactics with other promotional marketing communications.
- 15. Brand Management:** Corporate or product brand management designed to build or enhance overall reputation, integrity or perceived value from a holistic point of view.

## Entry Types

**Campaigns:** Full public relations programs that are strategic, multifaceted, and exemplify the four-step process designed to attain specific goals.

**Tactics:** A single project, such as a brochure, annual report, multimedia presentation, videotape, website, public service message or other communications tool prepared to accomplish a specific purpose. Individual items that are a part of a larger program or campaign may be entered as single examples only if the entire program is not entered.

## Judging

Campaign and tactic entries will be judged by a panel of public relations professionals from outside the district and will be based on the following criteria:

### Campaigns:

#### Research – 4 Points

Appropriateness for the project's size/scope; adequacy.

#### Planning – 4 Points

Identify need; comprehensive planning; selection and originality of strategies and tactics.

#### Execution – 6 Points

Implementation of tactics; communication tools and methods; skill and creativity; allocation of budget; use of personnel, resources and opportunities.

#### Results – 6 Points

Objectives achieved and persuasive evidence of success; identify, analyze, qualify and quantify results; adherence to budget.

### Tactics:

#### Project Objectives – 3 Points

Clarity; explain how project is appropriate for objective.

#### Budget – 3 Points

Clarity; did project stay within budget; relevance to end product.

#### Design/Quality – 5 Points

Method(s) used in this piece; thought and creativity exhibited; project will be compared to others of its type.

#### Results – 4 Points

Objectives achieved and persuasive evidence of success; efforts to identify, analyze, qualify and quantify results.



### *Eligibility, Rules and Information*

To be eligible, part of the campaign or tactic must have been completed either during the last half of 2010, or any time prior to the 2011 entry deadline.

A separate entry form must be attached to the front of each entry binder. Photocopies may be used.

The early entry fee is \$50 for PRSA members, \$70 for non-PRSA members. Entries must be received by Sept. 19, 2011.

The late entry fee is \$65 for PRSA members, \$90 for non-PRSA members. Entries must be received by Sept. 26, 2011.

**Please make checks payable to:**

Dayton Area PRSA. Please send check with the entry. Entry fees are not refundable.

Entry fees can also be paid with a credit card online at [www.prsadayton.com](http://www.prsadayton.com). (Just look for the ECD Diamond Awards event and complete the form).

Payment must be received by Monday, Sept. 26, in order for entry to be judged.

The decision of the judges will be final. If, in the judges' opinion, no entry in a particular category is deserving of an award, none will be granted.

Award winners will be notified by e-mail once the judging is complete. Award winners will be given the opportunity to confirm the wording for the award and order duplicates at that time.

Entries will be returned after judging only when a postage-paid envelope or other mailing container, FedEx, UPS or other shipping document is provided. The envelope(s) must be large enough to contain the entry.

Each Campaign entry must include a summary, not to exceed two typewritten pages, which describes the program and details research, planning, execution (including budget) and results.

Each Tactic entry must be accompanied by a summary, not to exceed one typewritten page, that outlines the project's objectives, budget, design/quality and results.

Each entry should include a completed entry form, the typewritten summary and any supporting materials in one hardcover, 8.5" x 11" loose-leaf binder measuring no more than two inches thick. Oversized entries will not be submitted for judging.

CDs and DVDs should be in an envelope or pouch secured to the entry binder.

Awards will be mailed to chapter presidents for distribution.



# 2011 East Central District Diamond Awards



## Entry Form

Please attach a copy of this entry form to each award entry.

**Entry Title:** \_\_\_\_\_  
\_\_\_\_\_

**Division:** (Check One)  A  B  C  D (See top of page 3 for information of Divisions.)

**Category:** (Check One)

- |   |  |   |
|---|--|---|
| <input type="checkbox"/> 1. Community Relations             | <input type="checkbox"/> 6. Public Affairs                     | <input type="checkbox"/> 10. Investor Relations           |
| <input type="checkbox"/> 2. Institutional Relations         | <input type="checkbox"/> 7. Marketing:<br>Consumer Related     | <input type="checkbox"/> 11. Global Communications        |
| <input type="checkbox"/> 3. Special Events &<br>Observances | <input type="checkbox"/> 8. Marketing:<br>Business To Business | <input type="checkbox"/> 12. Issues Management            |
| <input type="checkbox"/> 4. Public Service                  | <input type="checkbox"/> 9. Crisis Communications              | <input type="checkbox"/> 13. Multicultural Communications |
| <input type="checkbox"/> 5. Internal Communications         |  | <input type="checkbox"/> 14. Integrated Communications    |
|   |  | <input type="checkbox"/> 15. Brand Management             |

**Type:** (Check One)  Campaign  Tactic

Contact Person \_\_\_\_\_

Company Name \_\_\_\_\_

Client name \_\_\_\_\_  
(if different from company name above)

Street Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Telephone \_\_\_\_\_

E-mail Address \_\_\_\_\_

PRSA Chapter Affiliation \_\_\_\_\_

Please supply up to two local media contacts that will receive a news release should your entry win an award.

Media Contact 1 \_\_\_\_\_

Outlet Name \_\_\_\_\_

E-mail Address \_\_\_\_\_

Media Contact 2 \_\_\_\_\_

Outlet Name \_\_\_\_\_

E-mail Address \_\_\_\_\_

Do you want your entry returned?  Yes  No (If yes, a postage-paid envelope or airfreight bill must be included.)

Signature \_\_\_\_\_

**Please mail entries to:**

2011 Diamond Awards  
c/o Natasha Baker, APR  
2011 Diamond Awards Chair  
PRSA Dayton Area Chapter  
Fahlgren Mortine  
9049 Springboro Pike  
Miamisburg, Ohio 45342

**For office use only:**

Entry number \_\_\_\_\_  
Award Granted \_\_\_\_\_  
Chapter \_\_\_\_\_  
Summary Received \_\_\_\_\_  
Receipt Notice Sent \_\_\_\_\_  
Duplicate Requested \_\_\_\_\_  
Approved Release \_\_\_\_\_