



### **CALL FOR ENTRIES**

All product and category award entries are submitted and paid for online at [www.volunteerprsa.org](http://www.volunteerprsa.org) by clicking the “V Awards” link. Individual award nominations should be emailed to [president@volunteerprsa.org](mailto:president@volunteerprsa.org).

Individual Award Deadline — August 17  
Free!

Early Bird Deadline — July 22  
\$50 per entry for members  
\$70 per entry for non-members  
Discount for 5-9 entries: 5%  
Discount for 10+ entries: 10%

Regular Deadline — August 17  
\$60 per entry for members  
\$80 per entry for non-members  
Discount for 5-9 entries: 5%  
Discount for 10+ entries: 10%

Student entries are free of charge.

There’s no limit to how many entries you can submit. Have something in every category? Mad respect.

Refunds: We do not issue refunds for entries that are submitted but later voluntarily withdrawn. We will issue reimbursements *only* for entries submitted at the member rate.

Judging: The decisions of the judges are final.

### **CELEBRATE WITH US!**

The V Awards are part of our conference October 30. It’s our 45<sup>th</sup> anniversary day, and we’re celebrating with big-name speakers, networking and, of course, awards ... ‘cause it’s not a party without presents. RSVP to attend the full conference, or just the V Awards lunch, at [www.volunteerprsa.org/conference](http://www.volunteerprsa.org/conference).

## CATEGORIES

Entries must have been substantially implemented or completed between **January 2017 to January 2018**.

- **Product Awards** — Recognize excellent public relations products & tactics. These are typically single-item entries, but there are a few categories that allow multiple entries (like a magazine or poster series)
- **Campaign Awards** — Recognize amazing comprehensive public relations campaigns or programs. A campaign is categorized by a broad range of separate but consistent elements that are typically implemented over a period of time
- **Individual Awards** — Recognize incredible people. Our Chapter and community members do wonderful things, and this is the place to nominate someone who wows you

## JUDGING CAMPAIGN & PRODUCT AWARDS

We'll be clear: judging begins and ends with your entry form. Your entry form is where you state clear objectives that are SMART (specific, measurable, attainable, relevant and timely). In other words, your entry form should not detail what you did, but why you did it. What were you trying to achieve? And why did you think your particular product or campaign would achieve that goal?

Judges are all Accredited in Public Relations and come from another PRSA Chapter. At least two judges score each entry — and if the two scores have a wide discrepancy, a third judge looks at that entry. Judges give written feedback on their scores.

Entries are ranked based upon these scores, and may qualify for one of three awards:

- Award of Excellence (a score of 90 or higher)
- Award of Quality (80-89 points)
- Award of Merit (70-79 points)

Not every entry will win an award, and if no entry scores within the point range in that category, then there is no award in that category. Bring your A game.

### **BEST IN SHOW**

Best In Show is our top award, given to the top-scored entry in the Program and/or Campaign categories. This year, the Best In Show winner will also have the opportunity to be a featured speaker at our day conference on October 30 — to share the details about their winning product or campaign.

## **CAMPAIGN AWARDS**

Entries must have been substantially implemented or completed between **January 2017 and January 2018**.

Your Entry Form should be a two-page summary of the Research, Planning, Budget, Implementation and Evaluation of your product.

Remember to upload representative samples of all work involved in the campaign, up to ten (10) file submissions and ten (10) URLs per entry.

For each category, choose a subcategory based upon your organization:

- A: Business & Industry
- B: Non-Profit & Governmental
- C: Retail & Hospitality
- D: Pro Bono
- E: Student

### **1. COMMUNITY RELATIONS**

Campaigns that aim to improve relations with, or seek to win the support or cooperation of, people or organizations within communities in order to address the sponsoring organization's interest, need or opportunity. "Community" is a specific geographic location(s) or a group of like-minded, culturally similar or otherwise closely connected people.

### **2. INTEGRATED COMMUNITY RELATIONS**

*Integrated campaign categories allow up to 50% of the campaign's total budget to be designated toward advertising dollars.* Campaigns that aim to improve relations with, or seek to win the support or cooperation of, people or organizations within communities in order to address the sponsoring organization's interest, need or opportunity. "Community" is a specific geographic location(s) or a group of like-minded, culturally similar or otherwise closely connected people.

### **3. CRISIS COMMUNICATIONS**

Campaigns that deal with an unplanned event that required an immediate response.

### **4. DIGITAL & SOCIAL MEDIA COMMUNICATIONS**

Campaigns that are implemented entirely digitally, on websites and/or blogs, through social media channels and/or through email communications.

### **5. INTEGRATED DIGITAL & SOCIAL MEDIA COMMUNICATIONS**

*Integrated campaign categories allow up to 50% of the campaign's total budget to be designated toward advertising dollars.* Campaigns that are implemented entirely digitally, on websites and/or blogs, through social media channels and/or through email communications.

### **6. EVENTS AND OBSERVANCES — MORE THAN 7 DAYS**

Campaigns that include programs and events, such as observances, openings, anniversaries, commemorations, celebrations and other special activities that last more than 7 days.

#### **7. EVENTS AND OBSERVANCES — 7 OR FEWER DAYS**

Campaigns that include programs and events, such as observances, openings, anniversaries, commemorations, celebrations and other special activities that last 7 days or fewer.

#### **8. INFLUENCER & DIGITAL OUTREACH**

Campaigns that are built around influencer outreach in the digital realm, through blogs, social media channels or other venues. Proactive outreach to influencer may be on behalf of a brand, produce, service and/or organization.

#### **9. INTEGRATED PR & COMMUNICATIONS — BUSINESS TO BUSINESS**

*Integrated campaign categories allow up to 50% of the campaign's total budget to be designated toward advertising dollars.* Campaigns that demonstrate leadership of public relations strategies and tactics in a creative and effective integrated campaign, which might include other marketing, communications and advertising. Campaigns can introduce new products or services or promote existing products or services. The campaign must demonstrate public relations strategy and PR's integration within other disciplines.

#### **10. INTEGRATED PR & COMMUNICATIONS — BUSINESS TO CONSUMER**

*Integrated campaign categories allow up to 50% of the campaign's total budget to be designated toward advertising dollars.* Campaigns that demonstrate leadership of public relations strategies and tactics in a creative and effective integrated campaign, which might include other marketing, communications and advertising. Campaigns can introduce new products or services or promote existing products or services. The campaign must demonstrate public relations strategy and PR's integration within other disciplines.

#### **11. INTEGRATED PR & COMMUNICATIONS — GLOBAL**

*Integrated campaign categories allow up to 50% of the campaign's total budget to be designated toward advertising dollars.* Campaigns that demonstrate leadership of public relations strategies and tactics in a creative and effective integrated campaign, which might include other marketing, communications and advertising. Campaigns can introduce new products or services or promote existing products or services. The campaign must demonstrate public relations strategy and PR's integration within other disciplines. A global campaign must have been implemented in more than one country.

#### **12. INTERNAL COMMUNICATIONS**

Campaigns targeted specifically to audiences allied within an organization, including employees, franchisees, members or affiliated dealers.

#### **13. INVESTOR & DONOR RELATIONS**

Campaigns directed to investors, donors, shareowners and others in the investment community.

#### **14. MEDIA RELATIONS**

Campaigns driven entirely or substantially by media relations with the intent of gaining favorable media coverage, either for brand/reputation management or to inform about an organization, topic, product or service. Submit press releases, media advisories, pitch letters, requests for coverage, media kits, etc. as well as documentation of subsequent media coverage.

#### **15. PUBLIC POLICY & PUBLIC AFFAIRS**

Campaigns designed to influence public policy, legislation, regulations, political activities or candidacies at the local, state or federal level.

#### **16. PUBLIC SERVICE**

Campaigns designed to advance public understanding of societal issues, problems or concerns.

#### **17. REPUTATION & BRAND MANAGEMENT**

Campaigns designed to enhance, promote or improve the reputation of an organization with key audiences, either proactively or in response to an issue, event or market occurrence.

## **PRODUCT AWARDS**

Entries must have been substantially implemented or completed between January 2017 and January 2018.

Your **Entry Form** should be a two-page summary of the Research and Planning, Implementation and Evaluation of your product.

For each category, choose a subcategory based upon your organization:

- A: Business & Industry
- B: Non-Profit & Governmental
- C: Retail & Hospitality
- D: Pro Bono
- E: Student

### **1. ANNUAL REPORT**

Publications that report an organization's annual performance. Upload a sample of one (1) annual report.

### **2. BROCHURE**

Brochures, pamphlets, booklets and other small publications that are designed to inform a target audience about an organization, product, service or issue. Upload a sample of one (1) brochure.

### **3. DIRECT MAIL & DIRECT RESPONSE**

Communications designed to solicit a specific, quantifiable, immediate response by the target audience.

### **4. EDITORIALS & OP-ED COLUMNS**

Opinion articles written as editorials, guest columns or letters to the editor. The entry cannot be a pitch; it must have been written in its entirety by the submitting organization/person. Submit text of article with documentation of publication.

### **5. FEATURE STORY**

Published feature articles. The entry cannot be a pitch; it must have been written in its entirety by the submitting organization/person and published due to his/her efforts. Submit text of article with documentation of publication.

### **6. MAGAZINES**

Publications that provide in-depth information about an organization or topic on a regular basis. Magazines are not newsletters; they are longer and contain lengthier articles. Submit three (3) consecutive issues of magazines.

### **7. MEDIA RELATIONS**

Press releases, pitches, press kits, requests for coverage, media tours, satellite media tours and media advisories that resulted in media coverage. Explain why your organization considered the media coverage to be favorable and/or successful and what objectives the media coverage helped attain.

## **8. NEWSLETTERS**

Digital or print publications designed, written and periodically published to provide brief and timely information to target audiences, internal or external. Upload samples of three (3) consecutive issues.

## **9. PODCASTS & WEBCASTS**

A podcast or webcast streamed online, live or recorded, that seeks to raise awareness of an organization, topic, product or service and/or enhance or improve brand awareness. Upload one to three (1-3) samples of the podcast or webcast and/or URLs.

## **10. PRESS CONFERENCE**

One-time events held specifically to announce news to target media about an organization, issue, product or service or to address concerns as part of a crisis or other urgent need. Multi-day efforts or a series of events do not constitute a press conference.

## **11. PUBLIC SERVICE ANNOUNCEMENTS**

Productions that are distributed as unpaid public service announcements, either in single production or in a series. A PSA can be video, audio or print. Submit one (1) copy of a video, audio or print PSA, or one (1) copy of each video, audio or print PSA in a series, up to six (6) submissions.

## **12. PUBLICATIONS — SINGLE ISSUE**

Books, booklets, calendars, single-issue newsletters and other one-time publications that serve a special purpose. Emphasis is on the messaging of these publications and the specific purpose they seek to fulfill. Upload one (1) copy of the entry. In the case of books, upload one (1) sample of the book (no more than 25 pages).

## **13. PUBLICATIONS — SERIES**

A series of related printed or digital publications intended to provide information about a single organization, topic, product or service. The series may include posters, flyers, newsletters, brochures and other similar publications. Emphasis is on the messaging of these publications and the specific purpose they seek to fulfill. This category does not include magazines, annual reports, calendars, photographs, videos or social media posts.

## **14. SPECIAL RESEARCH OR EVALUATION**

Unique or special research that provides a meaningful contribution or input to a public relations campaign. OR, unique or special evaluation that documents the value or benefit of a public relations campaign or tactic. Upload one (1) sample of the methodology and/or findings.

## **15. SOCIAL MEDIA**

Social media posts intended to provide information about an organization, topic, product or service over a short period of time, typically not as part of a campaign. Upload screen captures and/or links to social media posts, up to ten (10).

#### **16. SPEECHES**

A speech written in its entirety by the submitting organization or person and delivered to a target audience. Upload full text of speech and any documentation of delivery, if available.

#### **17. VIDEO**

Videos that inform audiences, internal or external, about an organization, topic, product or service and/or that serve as brand or reputation management. Videos may be distributed online or via other means. Upload one (1) video or link to online video.

#### **18. VIDEO SERIES**

A series of videos that inform audiences, internal or external, about an organization, topic, product or service and/or that serve as brand or reputation management. Videos may be distributed online or via other means. Upload up to six (6) videos and/or six (6) links to online videos.

#### **19. WEBSITES, WEBPAGES AND BLOGS**

Use of a webpage, website, microsite and/or blog as part of a public relations message, campaign or program, including reputation or brand management and/or information about an organization, topic, product or service. Upload URL(s) of webpage or blog, up to ten (10).



## **INDIVIDUAL AWARDS**

Now it's time to nominate someone else for awesomeness. Any member of the Volunteer Chapter can nominate anyone for an award. Some awards are intended for public relations practitioners while other awards are intended for those outside the field who demonstrate respect for PR.

### **HOW TO NOMINATE SOMEONE**

Nominating someone used to be a hassle, we'll be honest. We've simplified it as much as we can while also maintaining the prestigious nature of these awards.

1. Complete a **Nomination Form**
2. Submit one **Letter of Support** from a Volunteer Chapter member and/or from an organization, business or executive who can speak to the nominee's expertise. The nominator cannot write a Letter of Support, nor can his or her company or boss.

#### **Community Service Award**

This award honors an individual or organization (that is NOT a PR practitioner or company) that has used public relations practices to improve the quality of life in East Tennessee communities.

#### **Executive of the Year Award**

This award honors an employer or executive officer (who is NOT a PR practitioner) who has shown exceptional support of the public relations profession and/or PRSA.

#### **Gary McCormick Lifetime Achievement Award**

This award honors an outstanding public relations practitioner who is a current member of the Volunteer Chapter, has at least 20 years of experience in the PR field, and who has made significant contributions to the profession and to the Volunteer Chapter.

#### **Harvey I. Cobert Award**

This award honors a Volunteer Chapter member who has contributed to the growth of the public relations profession in East Tennessee and contributed to the success of the Volunteer Chapter.

#### **Lorna Norwood Excellence in Mentorship Award**

This award honors a public relations practitioner who is a current member of the Volunteer Chapter and who has demonstrated exemplary mentoring and leadership skills to other public relations professionals.

#### **Ellen Liston Rising Young Professional Award**

This award honors a Volunteer Chapter member who is young to the profession, having five years or less experience in the field. Nominees must have been a Volunteer Chapter member for at least one year and have demonstrated accelerated progress and leadership potential in PR.

### JUDGING INDIVIDUAL AWARDS

The three judges for the Individual Awards are Volunteer Chapter members who are Accredited in Public Relations. They assess the awards based upon the nomination form, summary statement and letters of support. Should the judges feel that the nominees in each category do not fulfill the award's criteria, no award will be presented in that category. The judges' decisions are final.

Nominators will be notified via email immediately after the judges make their decision.