



65TH
VIRGINIA
PUBLIC
RELATIONS
AWARDS

2012 CALL FOR ENTRIES

Final Entry Deadline

FRIDAY, FEBRUARY 24, 2012

Awards Ceremony

WEDNESDAY, MAY 16, 2012 • THE JEFFERSON HOTEL, RICHMOND, VA

The Virginia Public Relations Awards

Now in its 65th year, the Richmond Chapter of the Public Relations Society of America is proud to host the annual Virginia Public Relations Awards. The awards program recognizes the most creative and effective communications strategies and tactics happening across Virginia.

Commonwealth, Capital and Individual Awards

In the Commonwealth Awards categories (recognizing public relations programs), winners receive either the Commonwealth Award of Excellence or the Commonwealth Award of Merit. In the Capital Awards categories (public relations tactics), winners receive either the Capital Award of Excellence or the Capital Award of Merit. Of these esteemed winning programs and tactics, one Commonwealth Award of Excellence winner and one Capital Award of Excellence winner will be recognized as 2012's "Best in Show" honorees.

Each year, one seasoned practitioner who has demonstrated extraordinary achievement in public relations is recognized with the Thomas Jefferson Award for Excellence in Public Relations. In addition, the chapter recognizes one exceptional new public relations practitioner who has worked in the field for five or fewer years with the Rising Star Award.

Commonwealth, Capital, Individual and Best in Show award recipients will be honored at this year's Virginia Public Relations Awards Dinner on Wednesday, May 16, 2012, at The Jefferson Hotel in Richmond, Va.

Entry Guidelines

These guidelines are in addition to the requirements specified on the entry forms and apply to all categories. Entries deviating from these guidelines will be disqualified. To ensure objectivity and fairness of judging, all awards will be judged by the Philadelphia Chapter of PRSA. Please note that the judges' decisions are final.

Entries are due, not postmarked, by 5 p.m. on Friday, Feb. 24.

1. Each entry must include:

- Two copies of an overview that addresses the following criteria: research, planning, execution and evaluation. Overviews are limited to two pages for Commonwealth (program) submissions and one page for Capital (tactics) submissions.
- Two CDs labeled with the submission name and category, containing the following files, which may be used during the awards ceremony:
 - Word document of overview
 - 100-word executive summary of tactic/program
 - Company logo(s)
 - At least one, but no more than four, project photos

2. Two copies of the entry form must be printed or typed, labeled and inserted in the inside front cover of the binder.

3. Each entry must be submitted in one hardcover, three-ring binder no more than 1" thick with pages no larger than 8.5" x 11."

4. Use a minimum 11-point typeface and 1" margins.

5. Programs or projects must have been produced or conducted at least in part during 2011.

6. No entry can be submitted for more than one category, so carefully select the category that best fits the entry.

For specific questions about your entry, contact:

Catherine Gryp at (804) 675-8141 or cgryp@crt-tanaka.com.

For additional entry forms and information, visit: www.prsarichmond.org.

Send completed entries by the deadline to:

Catherine Gryp
CRT/tanaka
101 West Commerce Road
Richmond, VA 23224
(804) 675-8141

Commonwealth Awards Public Relations Programs



These awards recognize complete public relations programs. A typewritten, two-page overview that addresses the criteria of research, planning, execution and evaluation must be included with each entry.

1. 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. Community, in this category, refers to a specific geographic location or locations. (Campaigns designed to promote products or services should be entered in category 7 or 8.)

2. REPUTATION/BRAND MANAGEMENT

Programs designed to enhance, promote or improve the reputation of an organization among its publics, either proactively or in response to an issue, event or market occurrence. (Campaigns designed to launch or promote a specific product or service's launch or sales/marketing effort should be entered in category 7, 8 or 9.)

3. BRIEF EVENTS AND OBSERVANCES

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.

4. EXTENDED EVENTS AND OBSERVANCES

Programs or events that take place for eight days or more, such as a yearlong anniversary or events such as commemorations, observances, celebrations, etc.

5. PUBLIC SERVICE

Programs that 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.)

6. PUBLIC AFFAIRS

Programs specifically designed to influence public policy and/or affect legislation, regulations, political activities or candidacies at the local, state or federal government levels so that the entity funding the program benefits.

7. MARKETING CONSUMER PRODUCTS

Programs designed to introduce new or promote existing products to a consumer audience.

8. MARKETING CONSUMER SERVICES

Programs designed to introduce new or promote existing services to a consumer audience.

9. MARKETING BUSINESS TO BUSINESS

Programs designed to introduce new or promote existing products or services to a business audience.

10. GLOBAL COMMUNICATIONS

Any type of program (e.g., institutional, marketing, events, etc.) sponsored by a U.S. company or a company with a U.S. presence that demonstrates effective global communications implemented in two or more countries (one may be the United States).

11. CRISIS COMMUNICATIONS

Programs undertaken to deal with an event or issue that had or could have had an extraordinary impact on an organization or its stakeholders.

12. ISSUES MANAGEMENT

Programs undertaken to deal with issues that had or could have had an extraordinary impact on ongoing business strategy.

13. INTERNAL COMMUNICATIONS

Programs targeted specifically to audiences directly allied with an organization (e.g., employees, members, affiliated dealers or franchisees).

14. INVESTOR RELATIONS

Programs directed to shareowners, other investors and/or the investment community.

15. MULTICULTURAL PUBLIC RELATIONS

Any type of institutional, marketing or community relations program specifically targeted to one or more cultural groups.

16. INTEGRATED COMMUNICATIONS

A program that uses creative and effective public relations strategies and tactics as part of an integrated campaign along with other promotional marketing communications.

Capital Awards

Public Relations Tactics



These awards recognize public relations tactics, individual items or components of programs or campaigns. A typewritten, one-page overview that addresses the criteria of research, planning, execution and evaluation must be included with each entry. In addition, entries will be judged on creativity and technical excellence.

1. MEDIA RELATIONS

Programs and events driven entirely by media relations. Submit press releases, satellite media tour materials, media advisories, pitch letters, requests for coverage, etc. Along with the one-page overview, video coverage should be submitted on DVD, and radio coverage should be submitted on CD.

2. RESEARCH/EVALUATION

Research that provides a meaningful contribution or input to a public relations program or particularly effective evaluation documenting the value or benefit of a public relations program or tactic. A sample of the methodology and findings of any research should be included in the entry, along with details explaining how and why this method is unique and valuable.

3. PRESS KITS/MEDIA KITS

News releases, photographs and other background information compiled for an organization, product or issue. Include one copy of the press kit or media kit in the entry. (For online or electronic versions, enter category 24.)

4. PRESS/NEWS CONFERENCES

Voluntary presentation of information to the media involving interactive discussion with the journalists. Include a one-page overview, stated objectives, media organizations who attended and measurable results achieved by holding the news conference.

5. VIDEO NEWS RELEASES

Pre-produced videos distributed to television stations to inform target audiences about an event, product, service or organization. Entries may consist of edited video and sound bites on a single DVD. The one-page overview should include usage statistics or other means of quantified measurement to support the stated objectives.

6. SATELLITE MEDIA TOURS

Live broadcasts offered to and aired by television stations to inform target audiences about an event, product, service or organization. Entries may consist of edited video of one or two of the representative placements on a single DVD. The one-page overview should include statistics or other means of quantified measurement to support stated objectives.

7. FEATURE STORIES

Submit the text of the feature article, as well as documentation of the publication and placement. The feature article must have been written by the practitioner and submitted and published through his/her efforts.

8. EDITORIALS/OP-ED COLUMNS

Opinion articles written as an editorial, guest column or letter to the editor. Submit text of the article and documentation of the publication. The material must have been written by the practitioner and not merely "pitched."

9. NEWSLETTERS

Publications designed, written and published periodically to provide brief and timely information to target audiences while supporting an organization's overall objectives. Include three consecutive issues in the entry.

10. MAGAZINES

Publications designed to provide in-depth information about an organization or topic on a regular basis. Include three consecutive issues in the entry.

11. ANNUAL REPORTS

Publications that report on an organization's annual performance. Submit one copy of the publication.

12. BROCHURES

Pamphlets, booklets or other small publications designed to inform a target audience about an organization, product, service or issue. Submit one copy of the publication.

13. PUBLICATIONS

Includes single-issue publications designed for a special purpose. Books and other publications not eligible for consideration in other categories should be entered here. Include one copy of the publication.

14. DIRECT MAIL/DIRECT RESPONSE

Communications designed to solicit a specific, immediate response by the target audience. This can be a single communication or a series. Quantifiable, specific actions from target audience should be detailed in the overview. Include one copy of the publication.

15. INTERNAL VIDEO PROGRAMS

Video programs targeted toward internal audiences such as employees, members, etc. Include a copy of the program on a single DVD.

16. EXTERNAL VIDEO PROGRAMS

Video programs created for primarily external audiences. Include a copy of the program on a single DVD.

17. TELEVISION PSAS

Video productions of one minute or less distributed to television stations as non-paid public service announcements. Include single productions or a series addressing the same issue on a single DVD.

18. PRINT PSAS

Ads distributed to newspapers and/or magazines as non-paid public service announcements. Include single ads or a series of ads addressing the same issue. Copies of the actual print PSA must be included in the entry. The one-page overview should include documentation of the results that support the stated objectives.

19. RADIO PSAS

Audio productions of one minute or less distributed to radio stations as non-paid public service announcements. Include single productions or a series addressing the same issue on a single audio CD.

20. WORD-OF-MOUTH

General, viral or street marketing which results in groups of individuals spreading the word or message about a public relations program. The overview should include a strategy, goals and documented results against the stated objectives.

21. SPEECHES

A monologue written for a speaker not only to convey the facts of the topic in a credible fashion, but also memorable or that helped to reach a public relations program objective. Submit text of the speech. The overview should include information on audience, the purpose of the speech and any documented results against the stated objectives.

22. ADVERTORIALS

Paid advertising written in an editorial style to gain support for a product, issue, program or organization. Submit text of the advertorial and documentation of the publication.

23. WEBSITES

Use of a website as part of a public relations program. Include screenshots or copies of key pages, as well as the site URL for external sites.

24. MULTIMEDIA COMMUNICATIONS

Use of multimedia technology to produce traditional public relations tactics. Include a hard copy and CD of the tactic to reflect its quality, execution and technical excellence.

25. SOCIAL MEDIA

Social networking sites that communicate a corporate, public service or industry position. The one-page overview should include rationale for the strategy, target audiences and statistics or other means of quantifiable measurement to support the stated objectives. A screenshot of the platform, as well as the actual site URL, must also be submitted.

26. BLOGS/BLOGGER CAMPAIGNS

A weblog or weblog campaign that provides commentary on a particular subject and may include a combination of text, images, links to other blogs, web pages and other media related to its topic. Provide a one-page overview with the strategy behind the blog, target audience, as well as statistics or other means of quantifiable measurement to support the stated objectives. A screenshot, as well as the actual site URL, must also be submitted.

27. WEBCASTS

Use of audio and video captured live or pre-recorded and then streamed through a server to the portal (web) page; thus making it viewable from a personal computer with Internet access. Include a one-page overview, screenshots and usage statistics or other means of quantified measurement to support stated objectives.

28. WEB WIDGETS, APPLICATIONS AND PLUG INS

A piece of code that can be embedded on a desktop, blog, website or social media profile to add or deliver content that is automatically updated. Include a one-page overview, screenshots or copies of key pages and the URL where the widget is located.

29. SMARTPHONE APPLICATIONS

Applications developed to be run on smartphones and used as part of a public relations program. Include documentation on how the application specifically contributed measurable results to the campaign.

30. CREATIVE TACTICS

Unconventional creative tactic or approach used as part of a public relations program. Include documentation of how the tactic specifically contributed to the measurable results of the campaign.

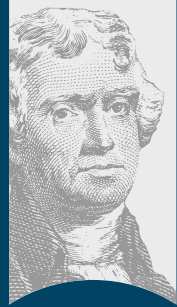
65TH
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AWARDS CEREMONY

Wednesday, May 16, 2012
The Jefferson Hotel, Richmond, Va.

Individual Awards



THOMAS JEFFERSON AWARD

Each year, PRSA Richmond recognizes the extraordinary achievement of a seasoned public relations professional. Thomas Jefferson Award winners exemplify the best in the profession. Individuals may be nominated by a colleague or may choose to self-nominate, and there is no nomination fee for this category.

The program is open only to public relations practitioners in the Greater Richmond metropolitan region. While it is not necessary to demonstrate excellence in every category, nominees are assessed based on the following criteria:

- Participation in PRSA
- Contributions to the profession of public relations
- Local or national recognition for professional achievements
- A commitment to public service
- Mentorship of younger practitioners
- Pursuit of continuing education in the field
- Professional awards

Individuals should submit two copies of the nomination form with their application packet. A separate form is required for each entry. The packet should include:

- Current resume
- A 500-word statement summarizing why the individual deserves the award
- At least one letter of recommendation from someone who is familiar with the individual's work. The awards committee will accept an unlimited number of letters of recommendation.

Individual Awards



RISING STAR AWARD

The chapter's Rising Star Award recognizes an outstanding new member of the public relations profession. Individuals may be nominated by a colleague or may choose to self-nominate, and there is no nomination fee for this category. To qualify for the award, the nominee must have five or fewer years of professional public relations experience.

Individuals should submit two copies of the nomination form with their application packet. A separate form is required for each entry.

The packet should include:

- Current resume
- A 250-word statement summarizing why the individual deserves the award
- Three to five work samples that demonstrate the individual's professional strengths
- At least one letter of recommendation from someone who is familiar with the individual's work. The awards committee will accept no more than five letters of recommendation.

ENTRY FORM

COMMONWEALTH AWARDS

- Community Relations
- Reputation/Brand Management
- Brief Events and Observances
- Extended Events and Observances
- Public Service
- Public Affairs
- Marketing Consumer Products
- Marketing Consumer Services
- Marketing Business to Business
- Global Communications
- Crisis Communications
- Issues Management
- Internal Communications
- Investor Relations
- Multicultural Public Relations
- Integrated Communications

CAPITAL AWARDS

- Media Relations
- Research/Evaluation
- Press Kits/Media Kits
- Press/News Conferences
- Video News Releases
- Satellite Media Tours
- Feature Stories
- Editorials/Op-ed Columns
- Newsletters
- Magazines
- Annual Reports
- Brochures
- Publications
- Direct Mail/Direct Response
- Internal Video Programs
- External Video Programs
- Television PSAs
- Print PSAs
- Radio PSAs
- Word-of-Mouth
- Speeches
- Advertorials
- Websites
- Multimedia Communications
- Social Media
- Blogs/Blogger Campaigns
- Webcasts
- Web Widgets, Applications and Plug Ins
- Smartphone Applications
- Creative Tactics

Public Relations Programs & Public Relations Tactics

A separate form is required for each entry. For additional entry forms and information, visit www.prsarichmond.org.

Entry Title

Name of Organization/Client

Agency/Firm Name

Person Submitting Entry

Address

Work Phone

Cell Phone

Email

ENTRY FORM

Thomas Jefferson Award & Rising Star Award

A separate form is required for each entry. For additional entry forms and information, visit www.prsarichmond.org.

THOMAS JEFFERSON AWARD

RISING STAR AWARD

Nominee

Employer

Position

Work Phone

Cell Phone

Address

Work Phone

Cell Phone

Nominated By

Self-Nominated

Phone

Email

Entry Checklist

A three-ring binder should be submitted that includes the following:

- Two copies of an overview, addressing the required criteria: research, planning, execution and evaluation
- Two labeled CDs containing the following: Word document including overview and 100-word executive summary, company logo(s) and at least one pertinent project image
- Two completed entry forms properly inserted inside the front cover of the entry binder
- Check or money order made payable to PRSA Richmond
- Supporting data
- Requirements from Entry Guidelines

Entry Fees (non-refundable)

PRSA Richmond members \$65 for first entry, \$60 for additional entries. Non-PRSA Richmond members \$95 for first entry, \$90 for additional entries. Individual awards (Thomas Jefferson and Rising Star) do not carry a nomination fee.

Send complete entry and payment to:

Catherine Gryp
CRT/tanaka
101 West Commerce Road
Richmond, VA 23224
(804) 675-8141

Make check payable to PRSA Richmond.

Please write "Commonwealth" or "Capital" and the number of each in memo section of check. PRSA Richmond's tax ID number is 54-1644523. One check for multiple entries is acceptable.

For entry questions, please contact:

Catherine Gryp at (804) 675-8141 or cgryp@crt-tanaka.com.



P.O.Box 29232
Richmond, VA 23242



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AWARDS CEREMONY

Wednesday, May 16, 2012 • The Jefferson Hotel, Richmond, Va.

ENTRY DEADLINE is 5 p.m. on Friday, February 24, 2012

Details at www.prsarichmond.org

Graphic design by



Printing by

