

60TH ANNUAL VIRGINIA PUBLIC RELATIONS AWARDS  
2007 CALL FOR ENTRIES

DEADLINE APRIL 27

RICHMOND

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JUNE 14TH

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The Virginia Public Relations Awards honor Medallion and Certificate of Merit winners in each Silver Medallion and Bronze Medallion category, and “Best in Show” winners from the Medallion winners. Entries will be judged by the Maine Chapter. Mark your calendar for the Virginia Public Relations Awards Dinner, Thursday, June 14.

## ENTRY GUIDELINES

*These guidelines are in addition to the requirements specific to each category. Any entries deviating from these guidelines will be disqualified. Judges’ decisions are final. Entries are due, not postmarked, by April 27, 2007.*

1. Each entry must be submitted in one, hardcover, 3-ring binder no more than three inches thick with pages no larger than 8.5” x 11.”
2. Two copies of the “Entry Form” must be printed or typed and inserted in the inside front cover of the binder. Illegible Entry Forms will be disqualified.
3. Programs/projects must have been produced or conducted at least in part between Jan. 1, 2006 and Dec. 31, 2006.
4. Each entry must include the required summary page(s): (Silver Medallion — 2 pages; Bronze Medallion — 1 page); minimum of one-inch margins and 10-point typeface.
5. No entry can be submitted for more than one category, so carefully select the category that best fits the entry.
6. For award entry tips, visit [www.PRSA.org](http://www.PRSA.org).
7. For specific questions about your VPRA entry, contact: Michael Janis at 804.539.2190 or at [michael@touchpointspr.com](mailto:michael@touchpointspr.com). For additional entry forms, visit [www.prsarichmond.org](http://www.prsarichmond.org)
8. Mail entries to: Mail entries to: Joron Moore, VDSS, 7 North 8th Street, 6th Floor, Richmond, VA 23219, 804.726.7934

## ENTRY CHECKLIST (BEFORE MAILING)

- Two (2) completed Entry Forms properly inserted inside the front cover of binder
- Check or money order — see fees on Entry Form in this mailing
- Two (2) copies of entry’s summary sheet(s)
- Supporting data in a 3-ring binder
- Incomplete entries will be disqualified.

## SILVER MEDALLION: PUBLIC RELATIONS PROGRAMS

*These awards recognize complete public relations programs. Include with each entry a typewritten, two-page summary addressing the judging criteria of research, planning, execution, and evaluation.*

- 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 should be entered in category 7 or 8.)
- 2. Reputation/Brand Management** - Programs designed to enhance, promote or improve the reputation of an organization with its publics, either proactively or in response to an issue, event or market occurrence. (Campaigns designed to launch or promote a specific products 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 year-long anniversary, or activities (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 belong 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 (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 U.S.).
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 (for example: 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 employs creative and effective public relations strategies and tactics as part of an integrated campaign along with other promotional marketing

communications.

## **BRONZE MEDALLION PUBLIC RELATIONS TACTICS**

*These awards recognize public relations tactics, individual items or components of programs or campaigns. Include with each entry a typewritten, one-page summary addressing the judging criteria of planning/content, creativity/quality, technical excellence and results that support clearly stated measurable objectives.*

- 1. Media Relations Tactics** - 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 summary video coverage should be submitted on a DVD or 1/2" VHS cassette and radio coverage on a 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. 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 for Multi-Media communications.
- 4. 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, 1/2" video and sound bites on a single DVD or VHS cassette. The one-page summary should include usage statistics or other means of quantified measurement to support stated objectives.
- 5. 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 or 1/2" VHS cassette. The one-page summary should include statistics or other means of quantified measurement to support stated objectives.
- 6. Feature Stories** - Submit text of the feature article as well as documentation of publication and placement. The feature article must have been written by the practitioner and submitted and published through his/her efforts.
- 7. 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 publication. The material must have been written by the practitioner and not merely "pitched."
- 8. 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.
- 9. Magazines** - Publications designed to provide in-depth information about an organization or topic on a regular basis. Include three consecutive issues in the entry.

10. **Annual Reports** - Publications which report on an organization's annual performance. Submit one copy of the publication.
11. **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.
12. **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.
13. **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 by the target audience recipients resulting solely from the sponsor's communication should be detailed in the summary. Include one copy of the publication.
14. **Internal Video Programs** - Video programs targeted toward internal audiences such as employees, members, etc. Include a copy of the program on a single DVD or VHS. If program exceeds the length of a DVD or video cassette, include a reasonable representation on a single DVD or video cassette.
15. **External Video Programs** - Video programs directed primarily at external audiences. Include a copy of the program on a single DVD or VHS. If program exceeds the length of a DVD or video cassette, include a reasonable representation on a single DVD or video cassette.
16. **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 or VHS cassette.
17. **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 summary should include documentation of results that support stated objectives.
18. **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.
19. **Audio Programs** - Submit a single CD. The one-page summary should include usage statistics or other means of quantified measurement to support stated objectives.
20. **Speeches** - Submit text of the speech. Summary should include information on audience, purpose of speech and any documented results against the stated objectives.
21. **Advertorial** - 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 publication.

- 22. 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.
- 23. Web Sites** - Use of a Web site as part of a public relations program. Include screen grabs or copies of key pages, as well as, the site URL for external sites.
- 24. Multi-Media Communications** - Use of multi-media technology to produce traditional public relations tactics. Include hard copy and CD-ROM of the tactic to reflect its quality, execution and technical excellence.
- 25. Podcasts** - Audio programs/shows produced solely as podcasts or downloadable for play on MP3 players. The one-page summary should include rationale for podcasting strategy, statistics or other means of quantifiable measurement to support stated objectives, as well as a copy of the actual podcast being entered on an audio CD.
- 26. Blogs** - Web-based journals (or blogs) that communicate a corporate, public service or industry position. The one-page summary should include rationale for blogging strategy, target audiences, and statistics or other means of quantifiable measurement to support stated objectives. Screen grab of the blog as well as the actual site URL for external sites, also must be submitted.

# 60TH ANNUAL VIRGINIA PUBLIC RELATIONS AWARDS ENTRY FORM

Check Appropriate Category. A separate form must be completed for each entry.

## Silver Medallion: Public Relations Programs

- |  |                                     |
|--|-------------------------------------|
| 1. ___ Community Relations             | 6. ___ Feature Stories              |
| 2. ___ Reputation/Brand Management     | 7. ___ Editorials/Op-Ed Columns     |
| 3. ___ Brief Events and Observances    | 8. ___ Newsletters                  |
| 4. ___ Extended Events and Observances | 9. ___ Magazines                    |
| 5. ___ Public Service                  | 10. ___ Annual Reports              |
| 6. ___ Public Affairs                  | 11. ___ Brochures                   |
| 7. ___ Marketing Consumer Products     | 12. ___ Publications                |
| 8. ___ Marketing Consumer Services     | 13. ___ Direct Mail/Direct Response |
| 9. ___ Marketing Business to Business  | 14. ___ Internal Video              |
| 10. ___ Global Communications          | 15. ___ External Video              |
| 11. ___ Crisis Communications          | 16. ___ Television PSAs             |
| 12. ___ Issues Management              | 17. ___ Print PSAs                  |
| 13. ___ Internal Communications        | 18. ___ Radio PSAs                  |
| 14. ___ Investor Relations             | 19. ___ Audio Programs              |
| 15. ___ Multicultural Public Relations | 20. ___ Speeches                    |
| 16. ___ Integrated Communications      | 21. ___ Advertorial                 |

## Bronze Medallion: Public Relations Tactics

- |                              |                                    |
|------------------------------|------------------------------------|
| 1. ___ Media Relations       | 23. ___ Web Sites                  |
| 2. ___ Research/Evaluation   | 24. ___ Multi-Media Communications |
| 3. ___ Press Kits/Media Kits | 25. ___ Podcasts                   |
| 4. ___ Video News Releases   | 26. ___ Blogs                      |
| 5. ___ Satellite Media Tours |                                    |

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Entry title

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Organization name/client

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Agency/firm name, if any

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Person submitting entry

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Address, City, State, ZIP

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Phone number of person submitting entry

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Email of person submitting entry

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Names of others to be included in recognition

- Fees - Entry fees are non-refundable
- PRSA Richmond members - \$65 for first entry, \$60 for each additional
- Non-PRSA Richmond members - \$95 for first entry, \$90 for each additional

Make check(s) payable to: PRSA Richmond  
Write "Awards Entry" in memo section of check  
PRSA Richmond tax I.D. is 54-1644523  
(One check for multiple award entries is acceptable.)

Send entry form, entry and payment to:

Joron Moore, VDSS, 7 North 8th Street, 6th Floor, Richmond, VA 23219, 804.726.7934

Entry questions: please call Michael Janis at 804.539.2190 or email Michael@touchpointspr.com

Deadline for RECEIPT (not postmarked) April 27, 2007.