



## CALL FOR ENTRIES

The Central California Image Awards honor works of distinction in the practice of public relations performed by professionals in public relations, communications, marketing and advertising in California's Central Valley. The awards cover three categories: Special Awards, Program Awards and Project Awards. Winners will be recognized at a luncheon from 11:30 a.m. to 1 p.m. on Thursday, May 9, 2019.

### DEADLINE FOR ENTRIES

**11:59 p.m., April 12, 2019**

The Public Relations Society of America is the world's largest professional organization for public relations practitioners, with 116 U.S. chapters and nearly 20,000 members. PRSA members promote the highest professional standards, work to improve their skills and advance knowledge, exchange information and experiences with other professionals and adhere to a Code of Professional Standards.

### ELIGIBILITY

The competition is open to Central California region public relations professionals and communications professionals for work performed in 2018.

### LEGALITIES

All entries become the property of the Central California Chapter of PRSA. Entries will be donated to the public relations programs at California State Universities in Fresno, Bakersfield and San Luis Obispo to be shared with students as examples of best practices in public relations.

### ENTRY PREPARATION

Entries will only be accepted via Dropbox and the link can be found in the Image Awards section of [prsacentralcal.com](http://prsacentralcal.com). Entrants will include one entry form, one entry summary and up to five documents that support your entry (photos, brochures, videos)

**NEW FOR 2019!** All files will need to be named using this naming convention:  
LASTNAME\_CATEGORYNUMBER\_ENTRYTITLE\_DESCRIPTION

For example: SMITH\_8\_FRESNOBEEARTICLE\_ENTRYSUMMARY  
SMITH\_8\_FRESNOBEEARTICLE\_ENTRYFORM  
SMITH\_8\_FRESNOBEEARTICLE\_NEWSCLIP  
SMITH\_8\_FRESNOBEEARTICLE\_REPORTING

### ENTRY SUMMARIES

All entries must be accompanied by a typed summary of no more than one page. Special Awards must outline the individual's qualifications for the award, and include a letter of recommendation and resume (*if possible*) for each nominee. Project and Program Awards must follow criteria (*see judging sheets at [prsacentralcal.com](http://prsacentralcal.com)*). Entries submitted without summaries will not be judged and will forfeit entry fees.

## JUDGING CRITERIA

Judges will assess each entry on the materials submitted, including the entry summary. One Award of Excellence and one Award of Merit may be given in each category, but the judges may award more. The judges, at their discretion, may move an entry from one category to another, and may decline to make an award in a category. The decision of the judges is final.

**For best success, review the judging scoresheet and include all information the judges will need.**

Here are some of the judging criteria:

### Program Awards

- Thoroughness and adequacy of research  
(as appropriate for the program's size/scope)
- Clear identification of objectives and target audience
- Completeness and comprehensiveness of planning
- Selection and originality of strategies and tactics
- Appropriate use of communication tools and methods
- Appropriate efforts to identify, analyze, qualify and quantify results
- Exhibition of skill and creativity
- Consideration of budget, use of personnel, resources and opportunities
- Extent to which objectives were achieved  
(persuasive evidence of success)

## SPECIAL AWARDS (NO ENTRY FEE)

Nominators must be PRSA members. Nominees for Professional and Rookie of the Year must also be PRSA members. Please submit a letter of recommendation and resume for each nominee.

### 1. Executive of the Year

A business or community leader who has made a significant political, economic, or social impact.

### 2. Professional of the Year

A public relations practitioner who has advanced the practice and reputation of the public relations profession.

### 3. Rookie of the Year

A practitioner in the first three years of the profession who devotes at least 50 percent of his/her time to public relations and who demonstrates excellence in the field.

## JUDGING

A PRSA chapter from another state will judge entries in the Program and Project categories. The PRSA Central California Chapter board of directors will judge entries in the Special Awards category.

### Project Awards

- Are the objectives clearly stated?
- Is the project appropriate for the objectives?
- Is the budget clearly presented and understandable?
- Did the project stay within budget?
- Were the objectives achieved  
(persuasive evidence of success)?
- Were appropriate efforts made to identify, analyze, qualify and quantify results?





## PROJECT AWARDS

- 4. Annual Report:** Formal printed/digital yearly accomplishment report by an organization with direct distribution to members.
- 5. Brochure:** Digital or print informational document.
- 6. Newsletter:** Printed or digital periodic informational piece.
- 7. Direct Mail or Response:** Communication geared to a specific group of end-users either to motivate use of product, service or to collect data.
- 8. Article for Magazine or Trade Publication:** Published digitally or in print.
- 9. Infographics, Poster and/or Banner:** Item used to visually convey an organization's event, product or service.
- 10. Magazine:** Print or digital publication produced at least once a year.
- 11. Media Kit:** Set of materials of a person, company, or organization distributed to members of the media.
- 12. News Release:** Print or digital release distributed to news media regarding a specific event or issue.
- 13. Opinion Piece or Editorial:** Persuasive communication written on behalf of a client or organization that appears in media.
- 14. Photograph:** Original photograph by staff member or freelancer used by organization as part of a public relations program or project.
- 15. PSA:** Non-paid message distributed to the general public via internet, radio, television, newspapers, magazines or advertisement using video, audio or digital production or print.
- 16. Smart phone, tablet or other application:** Use of smartphone and/or tablet applications as part of a public relations program.
- 17. Video:** Promotional video for internal or external audience.
- 18. Webcast:** Delivery of event or live broadcast via live streaming using audio or visual media.
- 19. Webpage/Website:** Use of a website as part of a public relations program. Include screen grabs or copies of key pages, and URL to support your one-page summary.

## PROGRAM AWARDS

- 20. Campaign of the Year:** Programs to design, implement and furnish results among publics outside the organization.
- 21. Internal Campaign of the Year:** Programs to design, implement and furnish results among publics within an organization.
- 22. Public Affairs:** Includes programs specifically designed to influence public policy and/or affect legislation, regulations, political activities or candidacies so that the entity funding the program benefits.
- 23. Community Service/Relations:** Includes programs that aim to improve relations with, or seek to win the support or cooperation of, people or organizations in communities in which the sponsoring organization has an interest, need or opportunity.
- 24. Crisis Management:** Programs undertaken to deal with an unplanned event that required an immediate response.
- 25. Digital or Social Media Campaign:** Campaigns that demonstrate leadership of public relations strategies and tactics executed in an online or digital format. Include screen grabs or copies of key pages and website URLs.
- 26. Special Event or Observance:** Includes programs or events, such as commemorations, observances, openings, yearlong anniversaries, celebrations or other special activities.
- 26 a.** Budget under \$5,000
- 26 b.** Budget over \$5,000
- 27. Reputation and/or Brand Management:** Programs designed to enhance, promote or improve the reputation of an organization with its publics or key elements of its publics, either proactively or in response to an issue, event or market occurrence.
- 28. Multicultural Public Relations:** For any type of program, such as institutional, marketing and community relations, specifically targeted to a cultural group.
- 29. Marketing Business to Business:** Execution of targeted strategy to foster Business-to-Business (B2B marketing) relationship in an effort to sell one company's product or service to another company using any/all PR methods; esp. social media.
- 30. Global Communications:** Includes any type of program, such as Reputation/Brand Management, Marketing or Events and Observances, that demonstrates effective global communications implemented in more than one country.

## ENTRY FEES

For PRSA members: \$40 for each entry

For non-members: \$50 for each entry

There is no fee for Special Awards. Non-members will receive the member discount if they apply for membership at the time of entry. Checks should be payable to CC-PRSA. Pay online at [www.prsacentralcal.com](http://www.prsacentralcal.com)

## DEADLINE

All entries must be uploaded by 11:59 p.m. on April 12, 2019. Entries that do not meet this deadline will not be considered.

## QUESTIONS/INFORMATION

Nicole Maul, APR

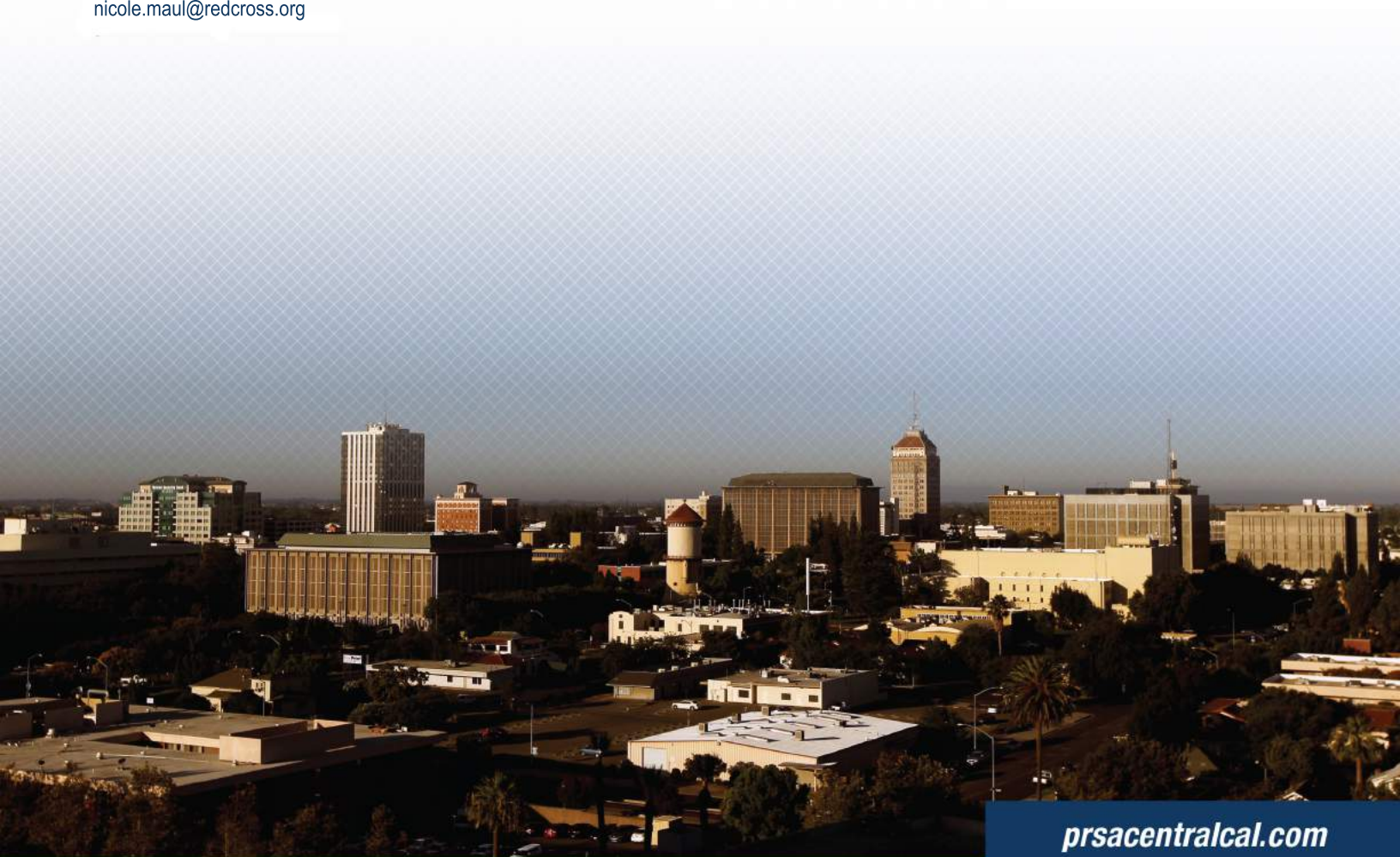
[nicole.maul@redcross.org](mailto:nicole.maul@redcross.org)

## ENTRY SUBMISSION

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# ENTRY FORM

CENTRAL CALIFORNIA  
PRSA IMAGE AWARDS

Information below will be used to engrave awards.  
Please type or write legibly, check spelling and titles. The entry form may be photocopied.

Category Number \_\_\_\_\_ Category \_\_\_\_\_

Entry Title \_\_\_\_\_

Your Name \_\_\_\_\_

Your Organization Name \_\_\_\_\_

Your Client's Organization Name (*if applicable*) \_\_\_\_\_

Name and/or Organization  
to be engraved on award \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

Payment Type: ☐ Check ☐ Paypal

**Upload entry form with submission via**  
**[prsacentralcal.com](http://prsacentralcal.com)**

Central  
California Chapter  
**PRSA**

**QUESTIONS? — Nicole Maul, APR at [nicole.maul@redcross.org](mailto:nicole.maul@redcross.org)**

**[prsacentralcal.com](http://prsacentralcal.com)**